TECHNOLOGY DEPARTMENT

Automotive News 1959 Almanac

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for
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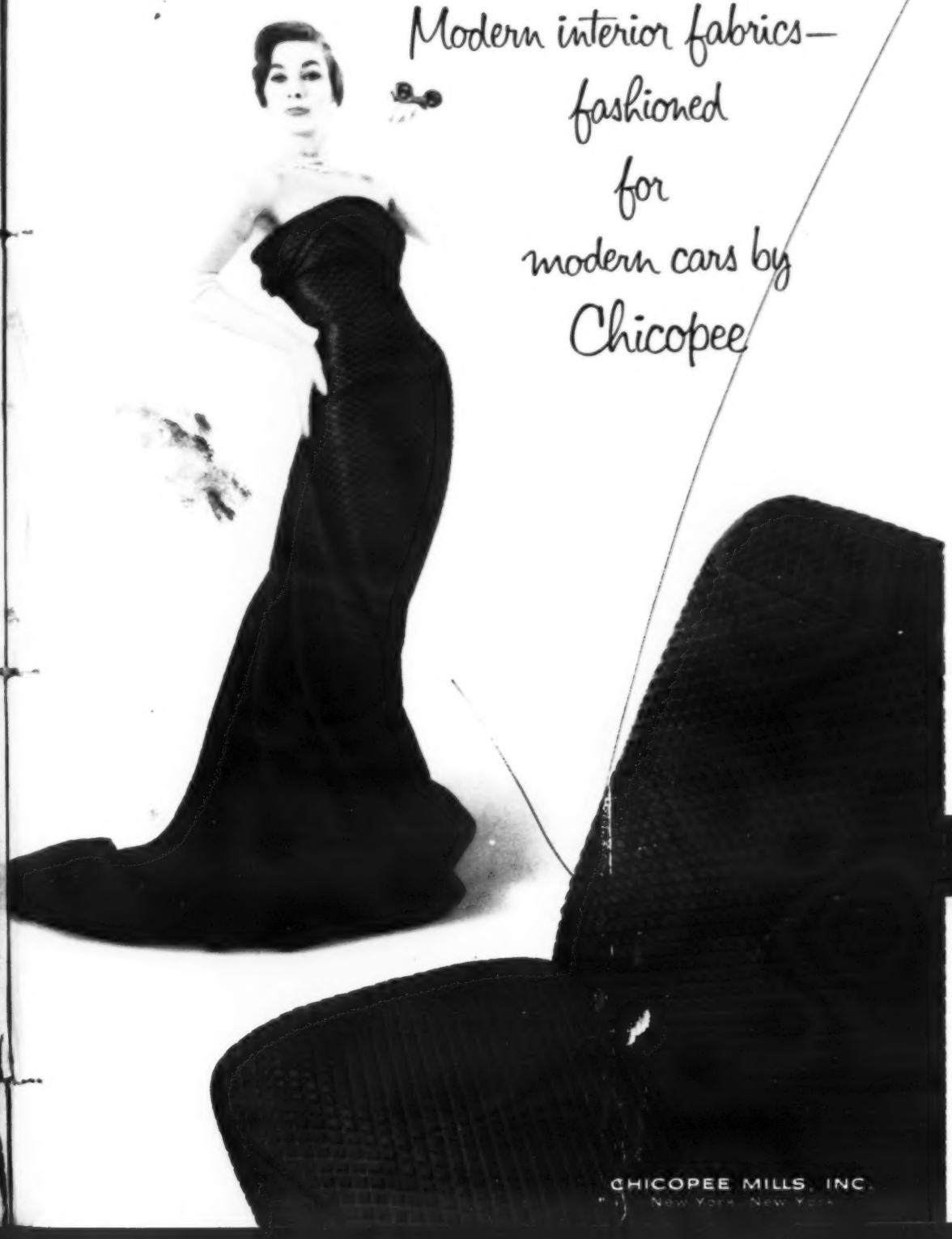

Twenty-third Review and Reference Edition

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DETROIT, APRIL 27, 1959

SECOND SECTION

CHICOPEE MILLS, INC.
New York, New York

Only Perfect Circle gives you

2-WAY POWER PROTECTION!

1. Perfect Circle Valve Seals

solve problem of excessive oil consumption past valves!

New rings and restored valve efficiency produce higher compression pressures—and higher deceleration vacuum. Increased vacuum draws oil through loose and worn valve guides. Stop this loss with *new* Perfect Circle Valve Seals!

Be sure of customer satisfaction—Install Perfect Circle Valve Seals on all re-ring and valve jobs.

2. Perfect Circle 2-in-1 Chrome Sets

solve problem of excessive oil consumption past pistons!

2-in-1 Chrome sets provide the finest piston rings obtainable! Top rings and oil rings are plated with thick, solid chrome. Doubles life of cylinders, rings, pistons. No tedious break-in is necessary, rings are pre-seated at factory.

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PERFECT CIRCLE

PISTON RINGS AND POWER SERVICE PRODUCTS

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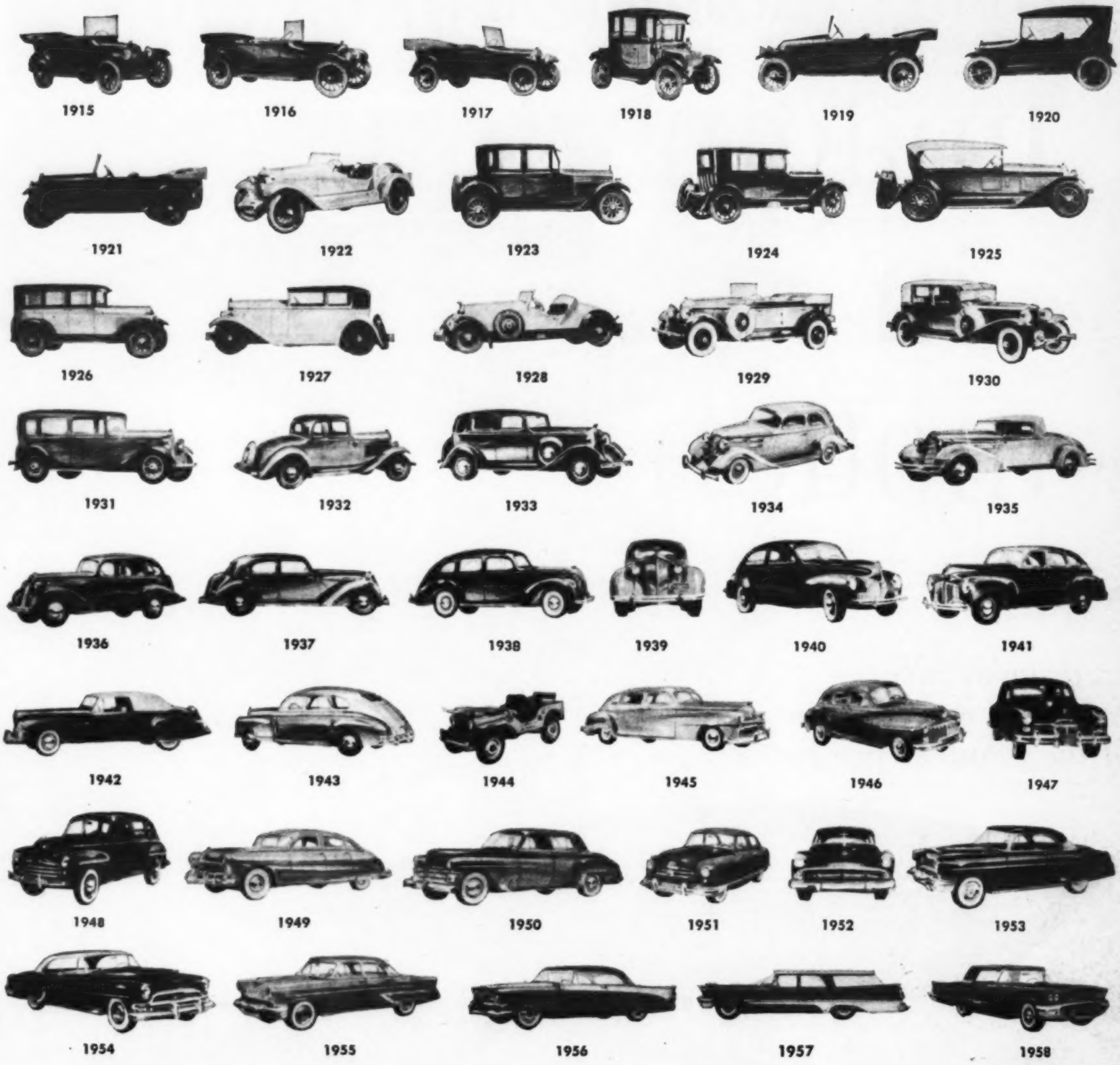
Again... one of the most remarkable votes of public confidence in the history of American industry



Again in 1959...as in every single year for 44 consecutive years

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

GOODYEAR TIRES

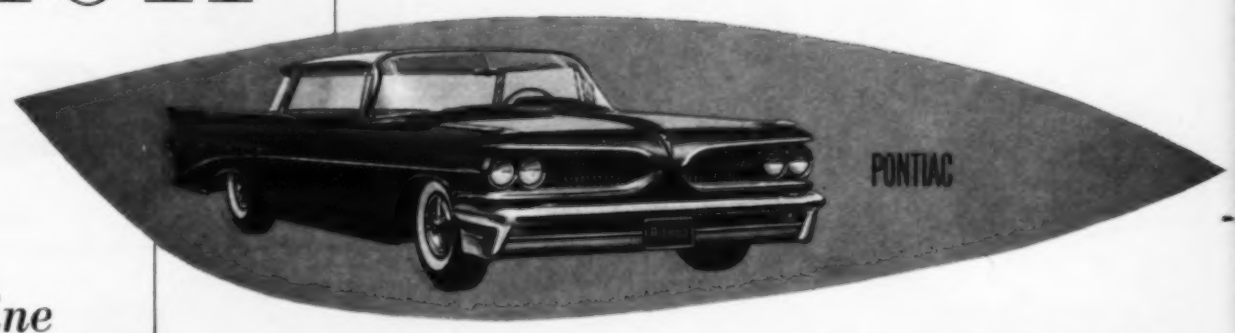
This diamond is a tire dealer's best friend

GOODYEAR

Watch "Goodyear Theater" on TV every other Monday evening

FROM GENERAL MOTORS,

Imagination in motion



. . . dramatically expressed in every line of the fabulous five for '59

Sleek new silhouettes, Vista-Panoramic windshields, breathtaking Bodies by Fisher, long-lasting Magic-Mirror finish . . . these and many other features have captured the imagination of the motoring public. And as thrilling as the fabulous five are to look at, motorists are experiencing an even greater thrill in driving them.

It's great to be a GM Dealer!

Automotive News

1959 ALMANAC

highlights

The Import Car Story—Year of Decision.
Handy Guide on Officials of Car and Truck Makers.
Cars in Operation by Makes, States and Model Years.
Year in Review.
Auto Options Trend.
Engineering Data.
Census of Automotive Firms.
Complete passenger car registrations.
New-Car Dealer totals by Makes and States.
Detailed directory of the Industry.
Automotive News Family Album.
Financial data of automotive companies.
Farm data—Automotive.
Used-Car prices analysis.
Commercial car registrations.
Makers' percentage of year's total new passenger and commercial car registrations.
Production and wholesale value of passenger cars and trucks.
List of states in order of registrations of car volume.
List of car manufacturers in order of sales volume.
Automotive News production estimates by makes.
Tire and tube production statistics.
Highway Accidents—types, condition of vehicles, etc.
Taxes paid by car owners.

Complete Index Facing Inside Back Cover

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REVIEW AND REFERENCE EDITION

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Publisher, 1933-1949

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'58 Highlight: Small Cars

But Industry Sales Drop 22 Percent

WITH an economic recession prevailing through much of the year, the public went on an economy binge in 1958 as far as the auto industry was concerned.

Many observers saw this as marking the end of an automotive era — the era of the longer, lower, more powerful and higher-priced cars.

There were indications as the year ended that the American public had lost some of its taste—at least temporarily—for the big package which had dominated the thinking of automotive stylists in the period following World War II.

Production of U. S. cars dipped to 4,244,000, well down from 6,115,450 in 1957, and the lowest production year since 1948.

* * *

TOTAL U. S. registrations declined to 4,650,000 in 1958, down from 5,982,000 the year previous. Meantime, registrations of imported cars soared to a record 373,200 from 204,100 in 1957.

The sensational performance of the economy imported cars, along with record sales of the compact American Motors Rambler and the immediate hit of Studebaker's compact Lark, led many to predict that the Big Three makers would be out with compact cars toward the end of 1959.

While many were sure that the auto industry's performance in 1958 had made certain the advent of smaller cars, it was obvious that the recession was an important factor in the decline of 1958.

As the economic picture improved and new models were introduced, the fortunes of both makers and dealers improved in the fourth quarter.

* * *

FIGURED on the basis of the average dealer, operating profit before taxes went like this, according to NADA—three months, 0.8 percent of sales loss; six months, 0.1 percent loss; nine months, 0.1 loss, and 12 months, a profit of 0.2 percent.

On the factory side, the fourth quarter also pulled Ford and Chrysler into the black after suffering losses earlier in the year. Studebaker's picture also turned brighter in the fourth quarter, while GM and AMC were well in the black throughout the year.

NADA figures indicated that dealers were dropping out at a record pace in the early days of the year. Conditions improved as the year went on. Automotive News' survey indicated that the 1958 dealer total hit a postwar low of 35,774, down from 37,620 in 1957.

One of the surprises of the year was a new law, known officially as the Automobile Price Disclosure Act of 1958 but commonly referred to as the Sticker Bill.

* * *

POSTING of the price stickers on new cars, starting with the 1959 models, was helping greatly to rebuild public confidence in the auto industry.

Following is a month-by-month summary of news highlights in 1958:

January

Auto and truck production for 1957 reported at 6,115,000 units, exceeding 1956 figure by 313,212 . . . Spring upturn is anticipated by sales experts.

Car stocks rise to 46-day supply as sales bog down . . . NADA plans ads to build dealer prestige . . . AMC President George Romney accepts 19 percent salary cut . . . Winter slump pulls used-car sales to four-year low . . . Pennsylvania Automotive Assn. and ATAM blast below-cost vehicle sales to state governments.

NADA to push for territory-security law; approves stringent code of dealer ethics . . . Ford Motor Co. forms M-E-L division.

Supreme Court orders duPont to dispose of GM holdings . . .

February

Car output nears high for year . . . Finance firms cut floor-plan rates . . . U. S. dealer total drops sixth time in seven years —to 37,620 . . . Used-car demand rises after winter slowup.

Romney airs proposal to break up Big Three . . .

"Auto Buy Now" campaign scheduled by Cleveland dealers . . . Ford Motor, Chrysler Corp. report '57 profits topped '56 . . . GM dealer realignment starts in Midwest.

Rough cleanup cuts '57 dealer profit to 0.7 percent . . . Final '57 registration figures show Chrysler Corp. leading gainer . . . U. S. imports top exports by record 95,000 units . . . $50,000 allotted for merger of the Motor & Equipment Manufacturers' Assn. and National Standard Parts Assn. . . .

March

Dealers, makers launch drives to spur sales . . . U. S. registrations of imports in '57 show tenfold gain since '51 . . . Aftermarket suppliers anticipate big year . . .

Medium makes getting larger share of market . . .

. . . 2,000 Richfield stations to sell United Motor Service parts.

Used-car inventory soars to four-year high . . . Penetration gains scored by AMC, GM and imports . . .

Five auto makers offer aid to dealers in "Auto Buy" drives . . . Millionth car sale lags 12 days behind '57 pace . . .

Dealer groups rap below-cost sales to governments, factory "retailing" . . . First-quarter sales hit six-year low . . .

UAW, auto industry open '58 contract talks . . .

April

Chevrolet paces four gainers in first-quarter output . . . Foreign-car dealerships soar to over 11,000 in year . . . Washington grand jury to probe price packs.

Forty more cities schedule "Auto Buy" campaigns . . . 700 salesmen strike 66 dealerships in Seattle area . . . Dealers in some areas post car prices . . .

Car stocks dip to 854,000; spring off with 63-day supply . . . Dealers see upturn as used-car stocks plunge . . .

Support grows for Senator Monroney's price-disclosure bill . . . Moderate pickup builds hope for spring sales upturn . . . NADA warns factories to work with dealers or face U. S. controls . . . Output hits new low as Chevrolet shuts down nine plants . . . Imperial is a three-time winner in Mobilgas economy run.

Price-label bill wins support of makers, dealers and public . . . More centralization seen in Chrysler Corp. shakeup . . . Auto output slumps to less than a third of capacity . . . Spring upturn boosts used-car market . . . Studebaker-Packard to introduce lower-cost '59 car . . .

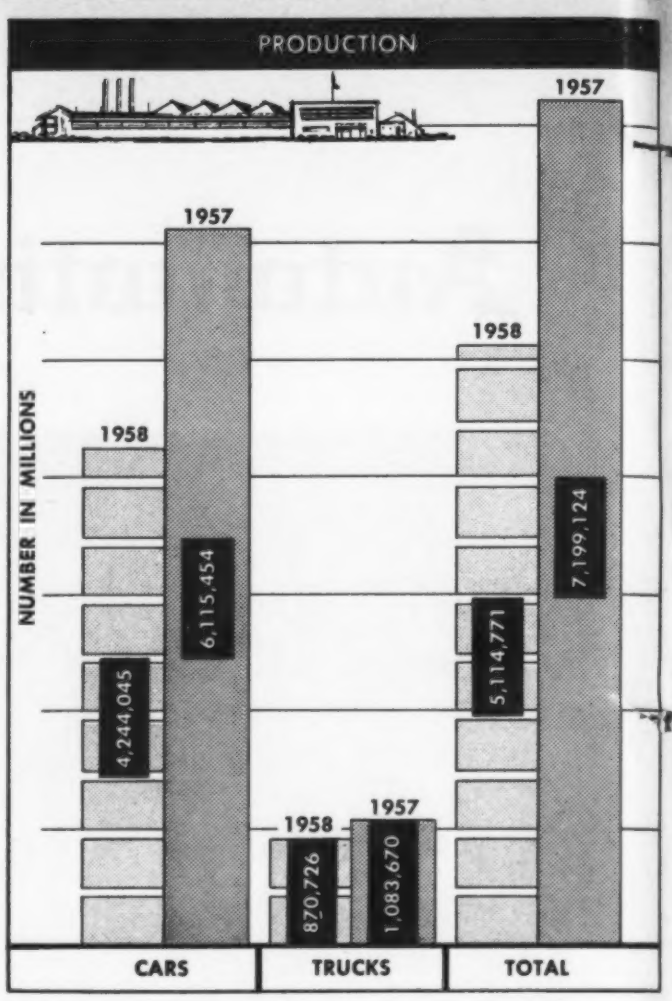
May

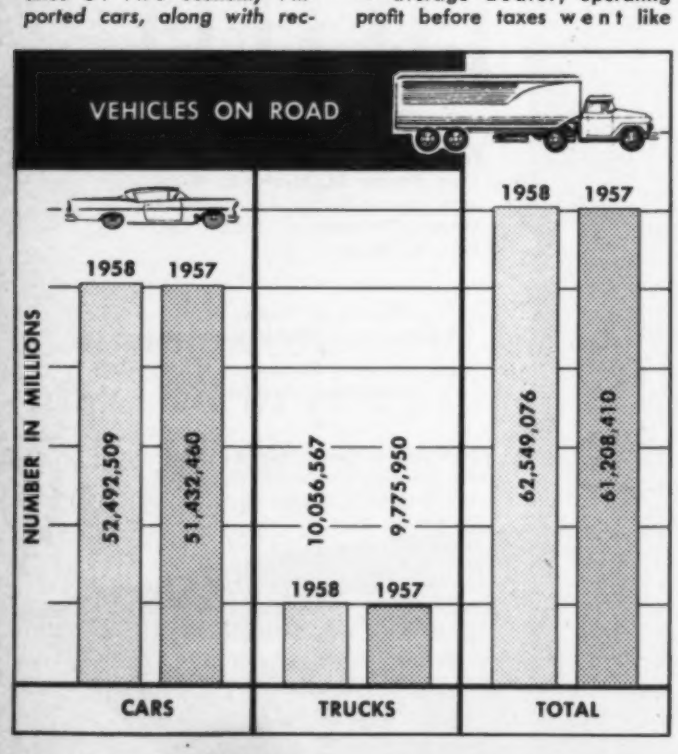
Outside analysts diagnose auto ills for Senate committee . . . 1,400 communities launch record May Safety-Check . . . Penetration by medium-price cars drops 9 percent . . .

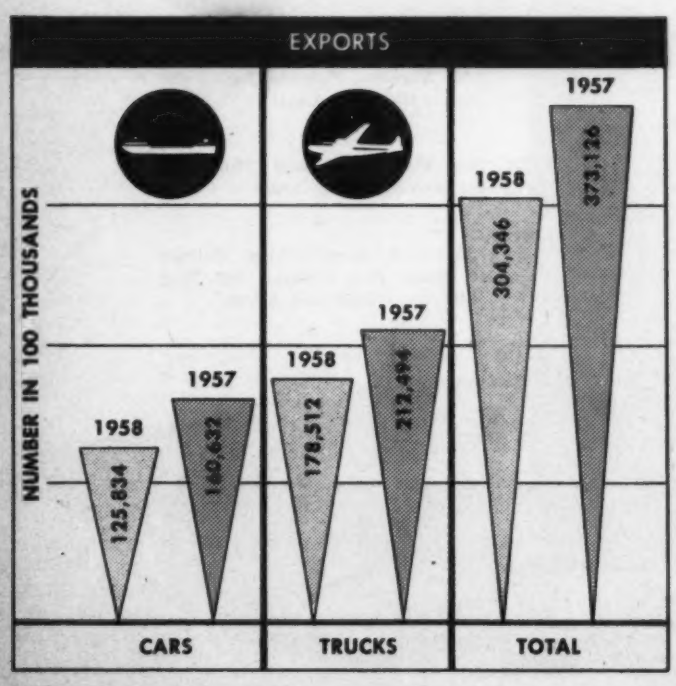
Three-month truck output drops 18 percent . . . Truck sales off 15 percent . . . Rambler, import sales cut Big Three share . . . Price-tag bill redrafted . . . Cutbacks trim auto stocks again . . . Romney calls NADA's "union-like" acts seat of factory distrust.

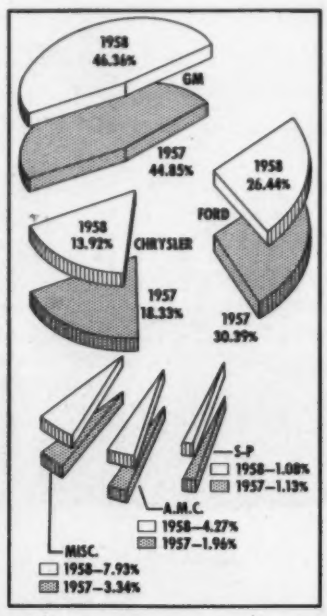
Senate passes price-tag bill; security measure introduced . . .

(Continued on Page 7)









Small Cars Spurt

Other Makes Dip in '58

(Continued from Page 6)

NADA President Dean Chaffin assails Romney's "union" charges . .

Average dealer shows loss for first time in NADA history . . .

Plymouth, DeSoto and Chrysler divisions realign their staffs.

June

Car sales reach two million; month behind '57 pace . . . U. S. extends price-packing probes . . . GM, Ford Motor and Chrysler Corp. halt subsidies to state, city and county governments . . .

First-quarter dealer failures nearly double '57 total . . . Romney asks Chaffin for parley on factory-dealer issues . . . GM unveils three aluminum test engines . . . Import sales boom lifts penetration above 7 percent.

Cleveland price-posting fails to boost sales . . . Lowest June stockpile in three years stirs talk of cleanup shortages.

Disputes stir up meeting of NADA directors . . . Indiana dealers approve 22-point ethics code . . . Cleanup programs under way as four makes pay bonuses . . . Territory-security hearings open in Senate . . . Bell denies discord within NADA ranks.

Makers OK area bonus, but join two U. S. agencies in knifing NADA bill . . . First-half sales drop to 2.3 million . . . Auto production picks up as chanegovers start . . . House passes Monroney sticker bill . . . L. L. Colbert, Chrysler Corp. president, named AMA president.

July

Orderly cleanup under way, but profits wait for '59 models . . . U. S. sues White on exclusive territory setup . . .

Chicago dealers seek state ban on Sunday sales . . . '58 cleanup drive lops dealer stocks to 672,000 . . . President signs sticker bill . . .

First-half truck output hits 12-year low . . . Mideast crisis spurs sales, '59 output plans . . . Studebaker-Packard announces halt to Packard production . . .

August

GM reports first-half profit of $334 million . . . Used-car boom continues to roll . . . U. S. indicts 43 Washington-area dealers in price-fixing investigation.

Auto-production goal boosted 10 percent for fourth quarter . . . Big Three sales share hits five-year low . . . Chrysler Corp. sets up Simca sales network . . . Output of '59s begins; GM President Harlow H. Curtice sees 5½-million year . . . Second-quarter gains fail to put dealers in black; first-half loss is 0.1 percent.

UAW steps up settlement pressure on Big Three . . . '58 sales hit three million, trailing '57 pace by two months . . . Strike showdown nears as chanegovers spread . . . S-P reveals details of new Lark, names Financier A. M. Sonnabend to board to head diversification program.

Chevrolet discontinues truck subsidies, direct sales to state governments.

September

Chairman Frederic G. Donner and President John F. Gordon take over top GM posts . . .

Chrysler Corp. President L. L. Colbert predicts 30 percent gain in '59 car market . . . James J. Nance resigns as M-E-L general manager, is succeeded by Ben D. Mills . . .

AMC hikes production goals, studies factory expansion . . . Last '58s roll off assembly lines . . . Ford Motor, UAW sign three-year pact . . .

October

New pact reached by Chrysler Corp., UAW . . .

First Lark rolls off S-P assembly line . . . New plan to legalize territories winning NADA favor . . . Scarcity of '59s after "cleanout" grieves dealers . . . '59 price increases held to average of 2.6 percent . . . GM, UAW agree on three-year contract, but localized labor difficulties keep GM plants idle.

Dealer stock near alltime low.

Ford Motor reports $28.7 million loss in third quarter; Chrysler Corp. loses $20 million in same period . . .

November

More stable market seen as stickers stop price deception . . .

Auto output spurts to year's high . . . GM sales share drops to 45 percent . . . NADA leaders meet on territory security . . . Senate antitrust committee urges splitup of GM . . .

Production rates stepped up by Ford Motor and GM . . . Four-year low in stockpile causes dealer shortages . . .

Output hits new high for year as all plants work overtime . . . Four-millionth '58 is sold, two months later than '57 counterpart . . . NIADA seeks to delete dealer names on stickers . . . Lark supplies spark rise in S-P dealer hopes.

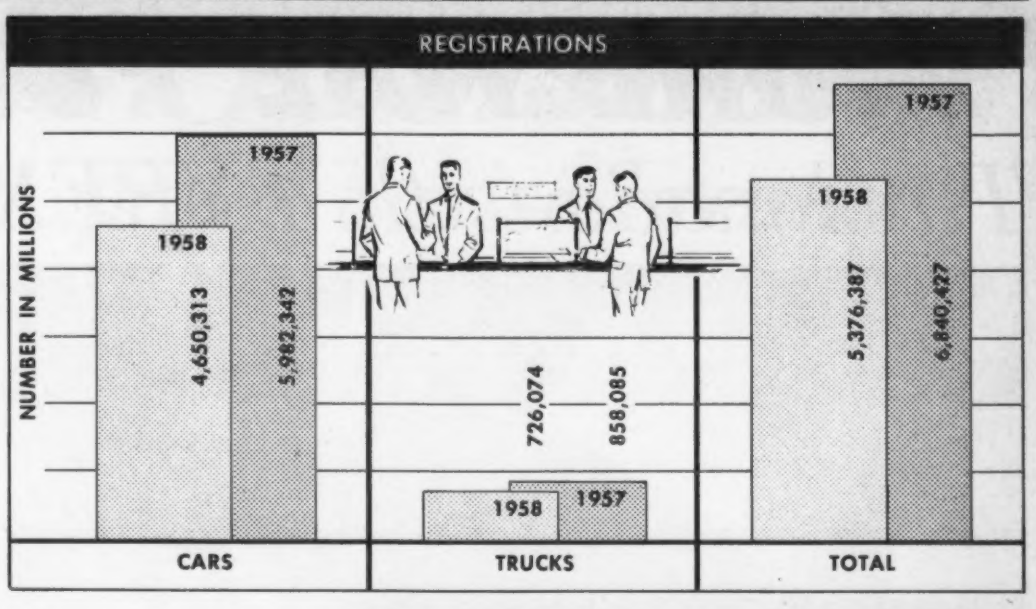
December

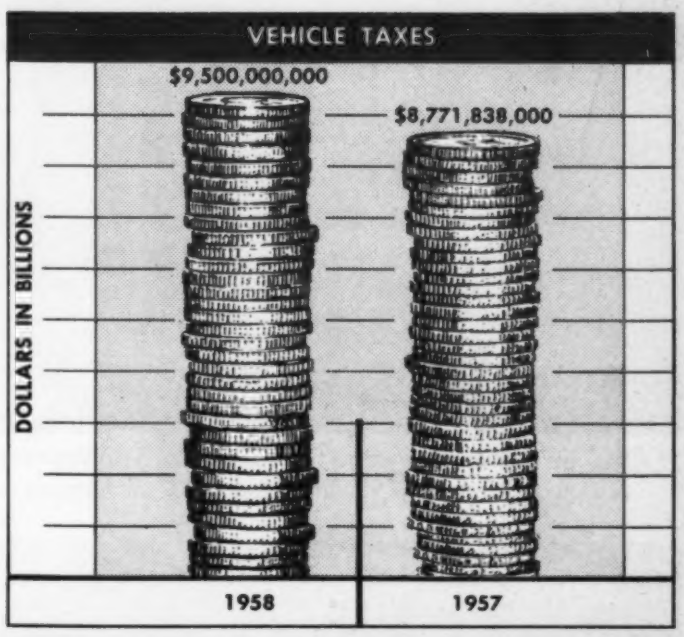
Record 192,226 attend 36th annual Los Angeles auto show . . . AMC reports $26 million profit for fiscal year, declares 5 percent stock dividend . . . Charles F. Kettering, GM's inventive genius, dies at 82 of a stroke.

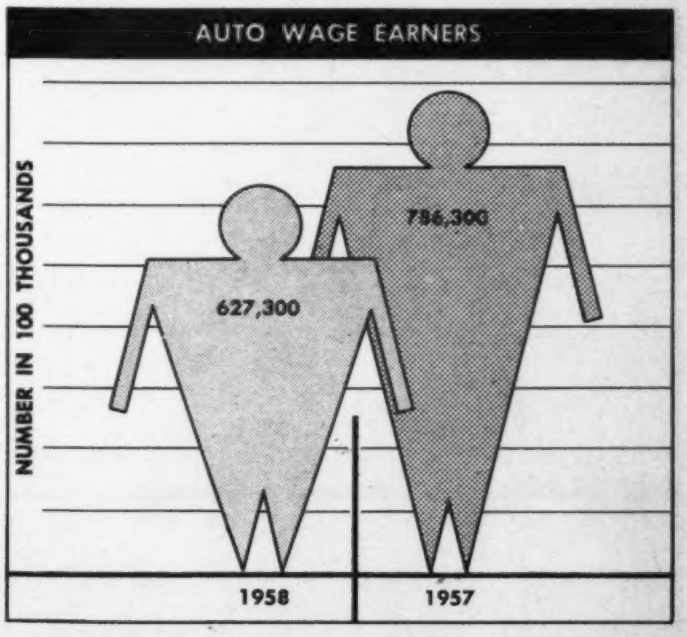
J. Robert Cooper elected president of the American Trucking Assns. . . . Truck industry sets 1959 sales goal of 900,000 . . . Chevrolet sets pace as output hits 1958 high . . .

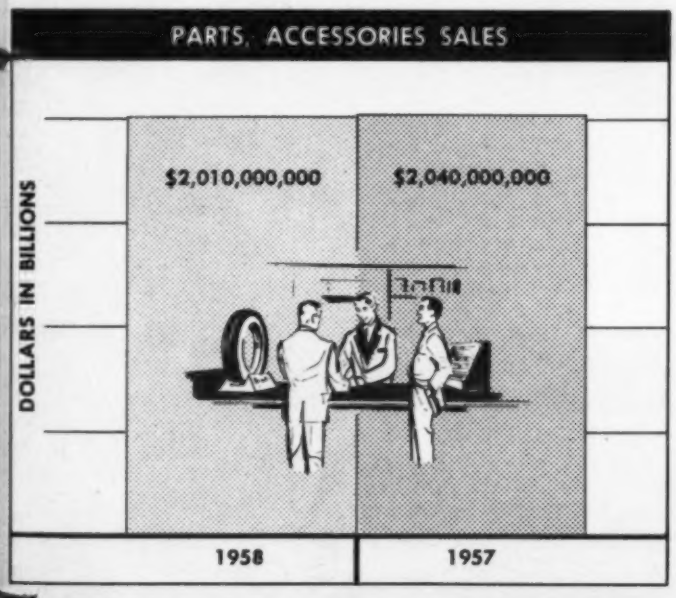
Stocks climb to 450,000, but shortages in lower-price range continue . . . AMC to expand capacity 33 percent . . . 14 Chevrolet dealers in Washington area fined $32,000 in price-fixing case.

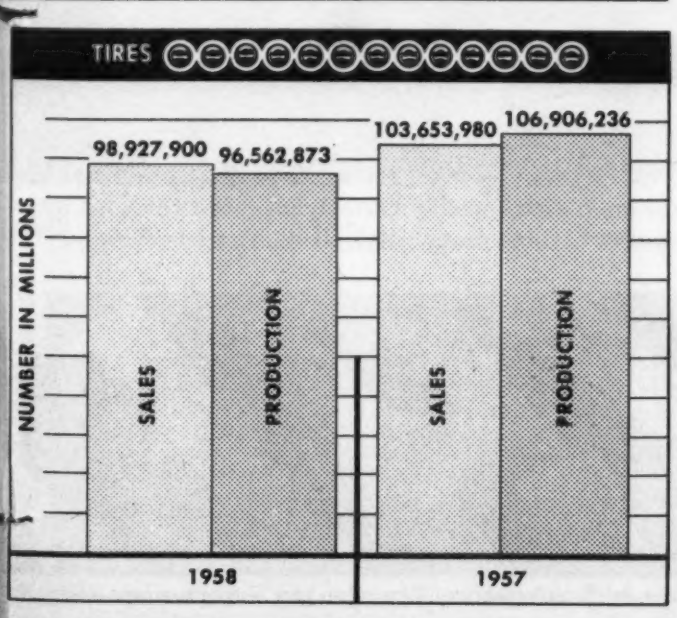
Frederick J. Bell fired as NADA executive vice-president . . . '59 sales curve continues to rise . . . Lark orders put S-P in black for two months . . . H. L. Galles jr., Albuquerque, N. M., named to succeed Dean Chaffin as NADA president.











MORE TIRE POWER means

Tires made with TYREX viscose tire cord

1. *PROVED IN THE LABORATORY...* Although nylon cord stands up well under slow steady strains, sensitive instruments such as this show that its performance *decreases* as strains become more abrupt. TYREX viscose cord, however, becomes *stronger*.

3. *SOME CORDS WEAKEN IN HIGH-SPEED IMPACTS...* The constant hammering proved too much for the nylon cord tires. One by one the casings failed . . . an average of one every 620 miles—proving that nylon *does* become more brittle at high speeds.

TYREX

TYREX INC., EMPIRE STATE BLDG., NEW YORK 1, N. Y.

TYREX is a certification mark of Tyrex Inc., for viscose tire cord and yarn.

MORE IMPACT RESISTANCE

sustain up to 60% fewer bruise breaks

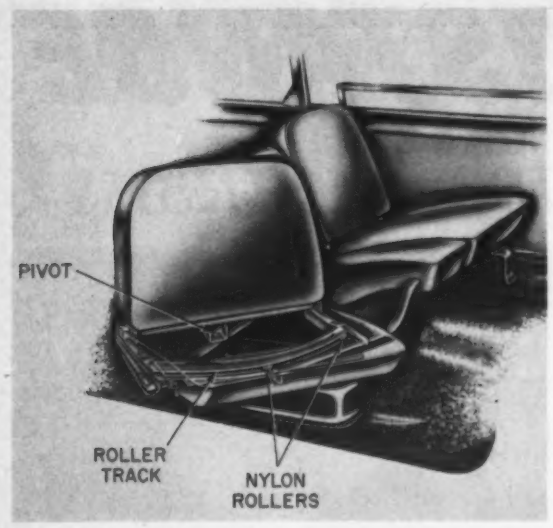
2. *NOW PROVED IN ROAD TESTS!* To prove it, nylon cord tires and tires made with TYREX viscose tire cord were driven up to 45 mph along one of Nevada's toughest roads . . . with rock outcroppings painted brightly so they couldn't be missed.

4. *TYREX VISCOSE TIRE CORD GETS TOUGHER!* But the tires made with TYREX viscose tire cord averaged more than three times as many miles-per-impact-break...and throughout the test sustained *60% fewer impact breaks than tires containing nylon cord!*

Give your customers more tire power with TYREX viscose tire cord—the tough new cord that makes any tire run cooler, softer, quieter, and safer . . . without flat spotting

TYREX viscose tire cord and yarn is also produced and available in Canada.

'58 Engineering Highlights

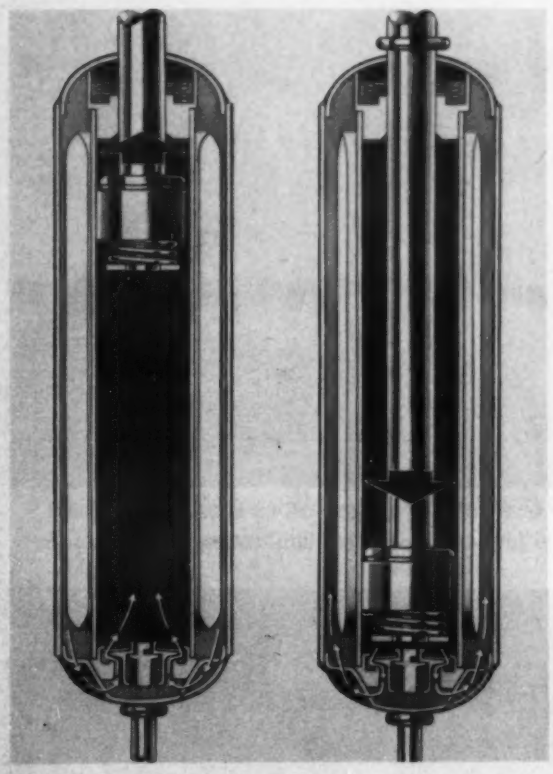


New Swivel Seat—

A cutaway of the swivel seat offered on all Chrysler Corp. cars for 1959. This seat permits a swivel movement of 40 degrees without steering wheel interference.

Detecting Rumble Electronically—

Two technicians at the Du Pont Petroleum Laboratory operating an electronic "detective" for ferreting out abnormal combustion noises, such as rumble, pre-ignition, knock and thud in a high compression engine.



Plastic Bag Shock Absorber—

The new shock absorber with the plastic bag that was introduced on the 1959 Cadillac and Corvette. The plastic bag (light section) contains Freon 13 which expands or contracts, depending on how much oil is in the reservoir tube. This eliminates all the air from the shock and is said to result in much better performance and ride.

END of the horsepower race—GM's common body shell—small-car engineering—S-P's new Lark—decreasing dependence by the Big Three on suppliers—mild smog-control efforts—the end of patent swapping.

These were the principal engineering and manufacturing trends in the auto industry in 1958.

Broadly speaking, these trends consisted of a growing demand for more economical and functional transportation and a continuing high level of competition among the manufacturers.

Looking at the major 1958 developments individually, the abrupt ending of the horsepower race is probably most significant. Maximum brake horsepower on the average 1959 car was up only one unit over the average horsepower of 259 in 1958. This is quite different from the preceding year when horsepower on the average car rose 20 units or 7 percent.

Highest powered of the 1959 were the Chrysler, Imperial, Lincoln and Continental—all with 350 horsepower. Lowest were the Rambler American and the Studebaker Lark, with 90 horsepower each.

• • •

COMPRESSION ratios also leveled off to 9.5:1 for the average 1959 car, compared to 9.47:1 for the average 1958 car. The compression ratio of Cadillac and Buick, 10.5:1, was the highest 1959 ratio, although unchanged from the previous year. The average '59 engine cubic inch displacement was 338, as against 325 in 1958.

Competition for the most horsepower began among the auto makers shortly after World War II and continued until it became a national joke.

A minor moral can be read into this situation. The auto industry sometimes gets a reputation for foolhardiness because its terrific momentum and required long lead times prohibit it from quickly adapting to a trend even when it's extremely obvious.

Behind the termination of the horsepower race are at least three factors—(1) the two-year-old recommendation to members of the Automobile Manufacturers Assn. that horsepower increases be ended; (2) the conclusion that engine rumble had pretty well put the lid on further compression ratio increases, and (3) the belief of the car marketing men that economy was more saleable than power in the current market.

Rumble, which sounds like a muffled machine gun or a fouled connecting rod bearing, is the most serious problem that has confronted the engine and petroleum engineers since engine knock was conquered 35 years ago. It generally occurs in engines with compression ratios of 9:1 and above, occurring most often at about ¾ throttle and other heavy load situations, such as hill climbing or with a loaded vehicle.

• • •

Solutions to the Rumble

SOME engineers suggest that we just live with the rumble (if the higher compression engines are absolutely necessary) but this is quite impractical because car buyers are becoming increasingly noise-conscious, partly because the sound engineers are becoming increasingly skillful in reducing body and other noises.

Other possible solutions are (1) changes in engine design; (2) new lubricating oils, and (3) a change in gasoline ingredients. The consensus among automotive and petroleum engineers is that the best solution lies with some new fuel, produced with different base stocks or different additives.

An indication of the concern with rumble was the "standing-room-only" crowds which attended the day-long fuel and engine noise symposium at the summer meeting of the Society of Automotive Engineers meeting in Atlantic City last June.

Shortly after this meeting Cities Service Oil Co. announced its "anti-rumble" gasoline as a solution to this problem.

The switch from selling "economy" rather than "power" was evident in many other aspects of the '59 cars. Among these aspects were many models that use less and cheaper gas, engines that required less oil and fewer oil changes, brakes that demand less frequent relining, mufflers that last longer and new paints that call for less polishing.

• • •

IMPROVED gas economy was achieved with new engines and new carburetors (often producing less horsepower) and with cars lightened through the use of more aluminum, with lower axle ratios and other economy measures.

The introduction of General Motors' common body shell program on the 1959 cars was certainly one of the milestones of the year. Under this program, much greater interchangeability of body panels was achieved, thereby reducing expensive tooling costs and permitting more frequent changes if desired.

The 1959 Fisher Body approach has been most precisely termed a "one-body-shell concept with 3.3-inch extensions." In other words, there is a "B" body and an "extended B" body for Cadillac, Oldsmobile 98, Buick Electra and Buick Electra 225. One informed official estimated that the program reduced GM's tool expenditures by 35 percent.

Although GM designers were credited with doing an outstanding job of overcoming the chief weakness of the common-body program—the tendency to produce similar-looking cars—the sales of the five '59 GM cars will best tell the degree of success of the program.

A similar system of panel interchangeability has been used since 1957 on all Chrysler Corp. cars, except the Imperial.

• • •

Tool and Die Shops Hit

COMMENTING on the system, Fisher Body said, "The new method of construction involves inner and outer body components—with similarities among certain of the inner components. The outer components carry the styling contour and are different according to the styling needs of each of the five GM car lines.

Declaring that more frequent model changes will now be possible, the Fisher statement said that it is now no longer necessary to make all new inner body components to completely restyle for the next model year.

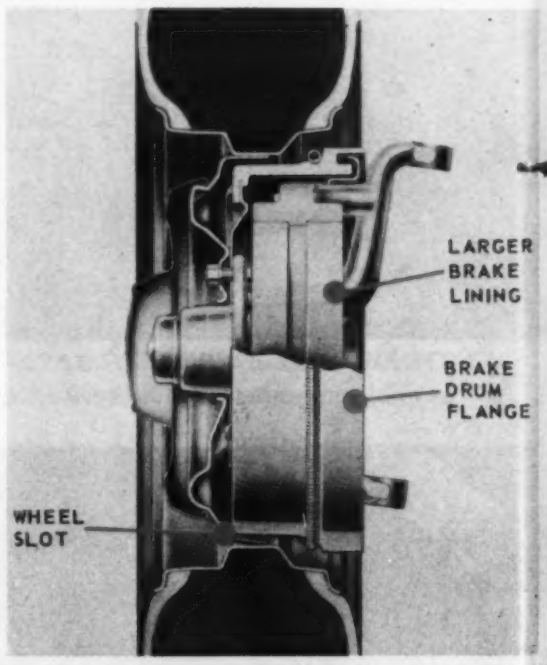
This effort by GM to cut the high tooling costs, plus other measures by GM and the other auto makers, has had a severe impact on the Detroit tool and die shops, resulting in one of the worst financial years in their history.

• • •

DURING 1958 hundreds of automotive engineers were busy planning the small cars for the Big Three. The auto makers readily admitted that they were designing, engineering and planning for small cars. It's generally believed that they gave the "go" signal on production plans about November, 1958.

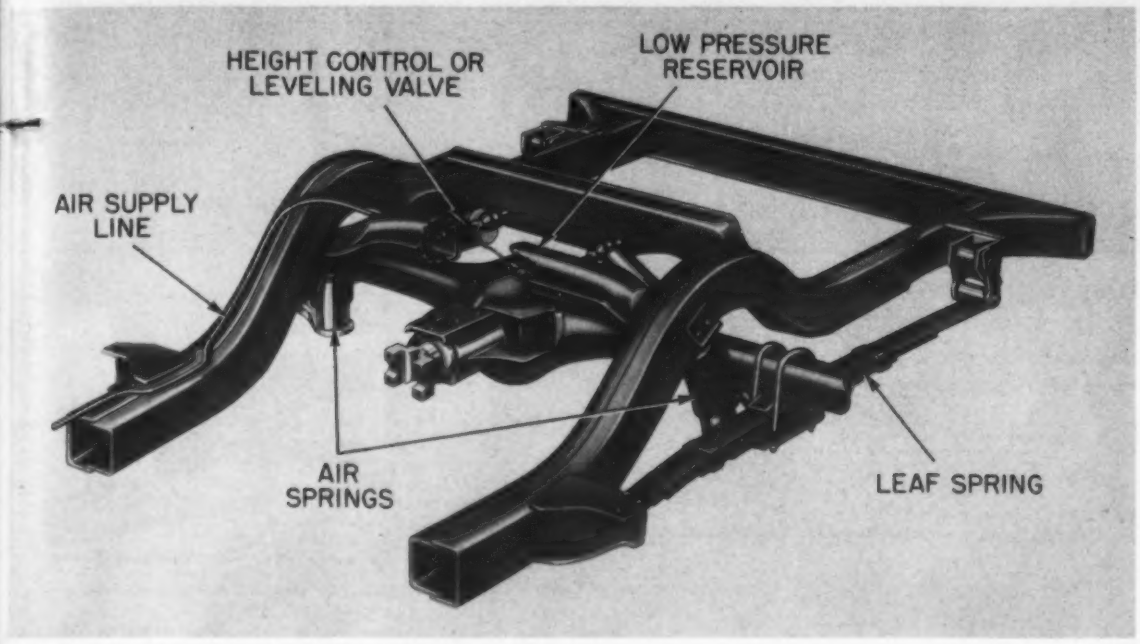
While the Big Three small cars are expected to be economy models, their engineering was anything but economical because of the many changes and additions that were made during the course of the programs. At least two of the makers have expanded their

(Continued on Page 11)



Improved '59 Brake—

A cutaway of Chevrolet's new brake which reportedly increases lining life by 66 percent.



Chrysler Corp.'s New Rear-Only Air Suspension—

A drawing of the rear-only air suspension that was introduced on all 1959 Chrysler Corp. cars. Its outstanding feature is that it keeps the body level, regardless of load. When the car is empty, the air spring supports about 300 pounds of the weight on the rear axle. The rest is carried by the rear leaf springs.

Auto Engineering Highlights of '58

(Continued from Page 10)

small car programs to two lines and three or four models, in an effort to take care of various groups of dealers.

Included in the small-car engineering programs were some radical developments for American cars. Among these were rear-end engines and transmissions, aluminum engines and more unitized bodies.

The aluminum engine got the attention of more engineers than ever before last year. This also was apparent at the aluminum engine sessions at the SAE national meeting last summer.

On the introduction of three GM experimental aluminum engines last June, Charles A. Chayne, engineering vice-president, said: "We consider these three experimental engines a significant breakthrough, comparable to the 1947 announcement of GM's first high-compression experimental engine. Already they have undergone successful GM standard tests in the laboratories and on the road."

* * *

Advantages Are Cited

PROPONENTS of the aluminum engine feel that by reducing engine weight 30 percent, or some 200 pounds, they will set off a chain of reactions that will eliminate many of the automotive engineers' current problems and many of the criticisms currently being leveled at the industry.

Some of the links in this chain are: (1) more effective brakes because of lighter car weight; (2) less engine knocking or higher compression ratios because aluminum's greater thermal conductivity will permit lower octane fuels; (3) reduction or elimination of the tunnel because a lighter engine might permit movement of the transmission or the engine or both to the rear, and (4) better fuel economy because of the reduced weight.

However, aluminum engines have some serious drawbacks that must be solved. These are caused by the metal's low wear resistance, its high thermal expansion and its tendency to corrode under certain circumstances.

The serious abrasion areas are the cylinder walls, the valve seats and the valve guides. It has always been possible to use either wet or dry cylinder liners but these are too costly for volume production.

The solution that is largely responsible for the reopening of the "aluminum engine case" is the use of hypereutectic (more than 11.6 percent silicon) aluminum-silicon alloys. An aluminum alloy with about 23 percent silicon is believed to produce the optimum alloy.

Besides greater wear resistance, these alloys are lighter, are no more expensive and have a lower coefficient of thermal expansion and good corrosion resistance.

* * *

IN ADDITION to wear, aluminum engines also produce corrosion and galvanic action problems, particularly in the cooling system where thermostats and other components made of other metals are located.

While Big Three engineers and executives debated among themselves as to how many and what kind of small cars they should introduce, a handful of Studebaker-Packard engineers, led by Chief Engineer Eugene J. Hardig and Director of Styling Duncan McRae, rammed through a crash program that produced the latest new U. S. small car, the Lark, in about nine months.

While S-P officials objected when the Lark was described as a "chopped-off Studebaker," the small car's main points are approximately the same room inside, shorter front and rear overhangs and low tooling costs.

Hardig said: "Our aim was to develop one of the soundest, most practical and commonsense cars available, with styling appeal, good handling and riding characteristics and good performance, while maintaining 'big car' passenger room and feel."

* * *

Some Engineering Firsts

WHILE there was a decline in the number of new engineering features in 1958, there were a number that attracted attention.

Probably most unusual among these new features was the plastic sleeve shock absorber offered on the 1959 Cadillac and Corvette. By expanding and contracting with each stroke of the shock absorber piston, the Freon gas-filled plastic bag eliminated the aeration that reduces the effectiveness of the average shock.

While most of the engineers and designers in the industry spent at least a portion of their time adopting their components to the lower silhouettes of their cars, Chrysler Corp. took a step forward with the introduction of swivel seats for most models. These found a considerable degree of acceptance and at least one other auto maker is expected to come out with them on its '60 models.

Another innovation offered on Chrysler Corp. cars in 1958 was the Mirror-Matic electronic rearview mirror that automatically adjusts itself to a non-glare condition if the light to the rear of the car is too bright.

* * *

AS THE U. S. cars have become lower, the passenger has been made increasingly uncomfortable by the rise of the tunnel hump in the middle of the car. And considerable engineering attention has been paid in recent years to the reduction or elimination of this hump.

Complete elimination of the hump would probably require some radical step such as the rear engine or transmission, and it's likely that some of the '60 cars will make this move.

However, Mercury took a "compromise" step in this direction by reducing by almost half the volume of space taken up by the tunnel hump. This was accomplished largely by moving the engine forward and considerably increasing the front-seat passenger area.

The principal 1959 engineering change offered by Ford and Edsel is a new, lightweight transmission with an aluminum casing. It weighs about 50 pounds less and employs 105 fewer parts.

Chevrolet engineers felt that one of the most important engineering changes on their '59 car was the new brakes which have 27 percent more gross lining area and provide a reported 66 percent more lining life.

* * *

Suspensions Suspended

DURING 1958 car suspensions continued to be changed and revamped, with the decline of air suspension being most apparent, largely because of its disappointing sales performance. Chrysler Corp. and Buick introduced a system of rear-only air suspension, somewhat like the system Rambler introduced the year before.

Cadillac, Pontiac and Chevrolet continued with full air suspension, while Ford Motor Co. decided to drop it completely. Oldsmobile reported that it would be out sometime in 1959 with an improved full-air system.

Chrysler Corp. also improved its torsion-bar suspension by: (1) using an infinitely variable cam adjustment that permits the assembly line worker or garage mechanic to adjust the caster and camber more precisely; (2) using more efficient torsion bars that were four inches shorter and 1/32 of an inch less in diameter, and (3) redesigning the ball joint in the system.

The trend to integration (auto makers producing their own parts) continued during 1958. This was dramatized when the Automotive Parts Manufacturers Assn. suspended operations after a quarter of a century.

Behind the passing of this group was the fact that U. S. Government agencies began supplying much of the statistics that the APMA had formerly supplied. Furthermore, many of the group's members, which did survive the trend to integration, had diversified into other fields, such as aircraft, appliances, lawn mowers and other durable goods.

* * *

DECENTRALIZATION by the auto makers, which continued to some extent in 1958, also hurt the parts suppliers.

Although there are many advantages for an auto maker to make rather than buy parts, some of the disadvantages tend to get lost in the scramble to cut production costs. Among these disadvantages is that the auto maker loses access to the research facilities and know-how which these specialty manufacturers have.

A note of encouragement was given to the automotive suppliers last year by George Romney, president of American Motors, when he said: "We think this high degree of integration probably reflects failure to recognize adequately supplier strength, contributions and importance and has been a mistake."

One aspect of automotive engineering that came in for some critical examination last year by the residents and politicians of Los Angeles was the effort the auto industry was expending to solve the L. A. smog problem.

Although a number of possible solutions to the problem were discussed at the January (1959) meeting of the SAE, there was considerable evidence that the auto industry was only making a mild attack on the problem because it was so regional.

Last year it also was revealed that patent cross-licensing, a keystone of the auto industry since 1912, had outlived its usefulness and was ended quietly at the beginning of 1957.

Over the years there was a gradual paring down of the effectiveness of the agreements until it was finally concluded that it was best for all to terminate cross-licensing.

Casting an Aluminum Transmission Casing—

This three-sided permanent mold casting machine produces Ford's new aluminum transmission casing at Ford Motor Co.'s aluminum casting plant in Sheffield, Ala.

Comparison: Advertised-Delivered Prices Of 1959 Automobiles

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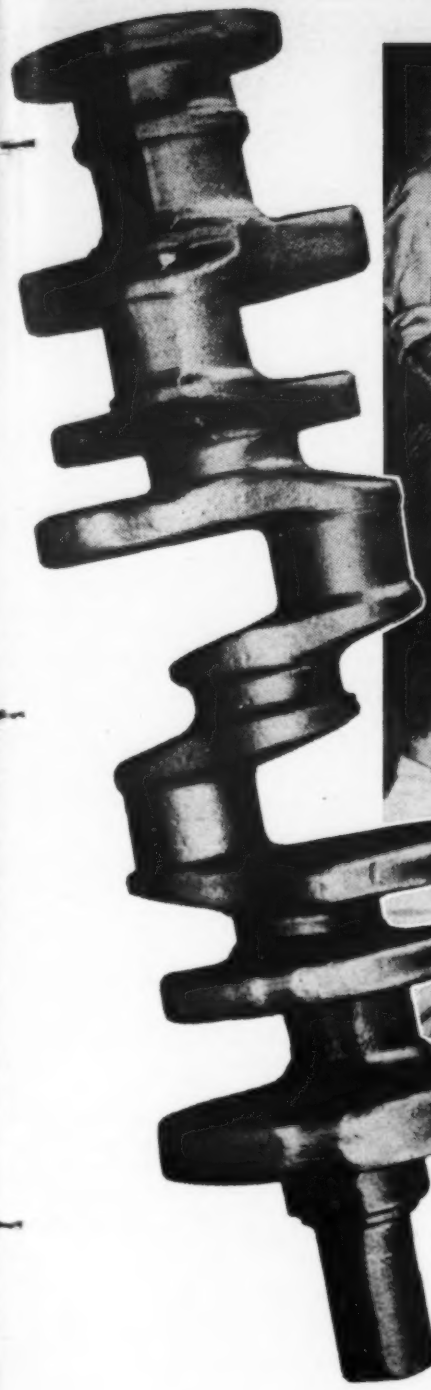
(This table is based on prices in effect March 15, 1959, and rounded off to the nearest dollar. Each price includes the retail list price suggested by the factory, provision for Federal excise tax and suggested dealer delivery-and-handling charges. These prices do not include transportation costs, state and local taxes, optional equipment or any other charges that may be passed on to the retail buyer.)

	4-Door Sedan	2-Door Sedan	4-Door Hardtop	2-Door Hardtop	Conv.	Automatic Drive	Power Steering	Power Brakes	Pushbutton Radio	Fresh-Air Heater	Additional Models
BUICK											
LeSabre	$2,804	$2,740	$2,925	$2,849	$3,129	$220	$108	$ 43	$102	$102	LeSabre—4-dr. 2-seat stat. wag., $3,320.
Invicta	3,357	....	3,515	3,447	3,620	Std.	108	43	102	102	Invicta—4-dr. 2-seat stat. wag., $3,841.
Electra	3,856	....	3,963	3,818	....	Std.	Std.	Std.	102	102	Electra 225—4-dr. hardtop (sloping roof), $4,300.
Electra 225	....	....	4,300	....	4,192	Std.	Std.	Std.	102	102	Triple-turbine Dynaflow—$296 on LeSabre; $75 on Invicta, Electra and Electra 225.
CADILLAC											
Series Sixty-Two	....	....	5,080	4,892	5,455	Std.	Std.	Std.	165	129	Series Sixty-Two—4-dr. hardtop (sloping roof), $5,080; Sedan de Ville 4-dr. hardtop (flat roof or sloping roof), $5,498; Coupe de Ville 2-dr. hardtop, $5,252.
Eldorado	....	....	13,075	7,401	7,401	Std.	Std.	Std.	Std.	Std.	
Sixty Special	....	....	6,233	....	....	Std.	Std.	Std.	165	129	
Series Seventy-Five	9,533	....	....	....	....	Std.	Std.	Std.	165	179	Series Seventy-Five—limousine, $9,748.
***CHEVROLET**											*Prices are for 6-cylinder models. For V-8s, add $118.
Biscayne	2,301	2,247	....	....	....	199	75	43	84	80	Biscayne—business sed., $2,160.
Bel Air	2,440	2,386	2,556	....	....	199	75	43	84	80	Station Wagons—2-dr. 2-seat brookwood, $2,571; 4-dr. 2-seat Brookwood, $2,638; 4-dr. 2-seat Parkwood, $2,749; 4-dr. 3-seat Kingswood, $2,852; 4-dr. 2-seat Nomad, $2,891.
Impala	2,592	....	2,664	2,599	2,849	199	75	43	84	80	
Corvette (V-8 Std.)	....	....	....	....	3,875	199	Not Offered	Not Offered	150	102	Turboglide transmission (V-8 only), $242.
CHRYSLER											
Windsor	3,204	....	3,353	3,289	3,620	227	108	44	100	102	Windsor—4-dr. 2-seat stat. wag., $3,691; 4-dr. 3-seat stat. wag., $3,878.
Saratoga	3,966	....	4,104	4,026	....	Std.	Std.	Std.	100	102	New Yorker—4-dr. 2-seat stat. wag., $4,997; 4-dr. 3-seat stat wag., $5,212.
New Yorker	4,424	....	4,533	4,476	4,890	Std.	Std.	Std.	100	102	
300-E	....	....	....	5,319	5,749	Std.	Std.	Std.	100	102	
DeSOTO											
Firesweep	2,904	....	3,038	2,967	3,315	189	106	43	94	98	Firesweep—4-dr. 2-seat stat. wag., $3,366; 4-dr. 3-seat stat. wag., $3,508.
Firedome	3,234	....	3,398	3,341	3,653	227	106	43	94	98	Fireflite—4-dr. 2-seat stat. wag., $4,216; 4-dr. 3-seat stat. wag., $4,358.
Fireflite	3,763	....	3,888	3,831	4,152	Std.	106	43	94	98	TorqueFlite transmission is $227 on Firesweep.
Adventurer	....	....	....	4,427	4,749	Std.	Std.	Std.	94	98	
DODGE											
Coronet 6	2,587	2,516	....	2,644	....	189	92	43	87	94	Station Wagons—4-dr. 2-seat Sierra, $3,103; 4-dr. 3-seat Sierra, $3,224; 4-dr. 2-seat Custom Sierra, $3,318; 4-dr. 3-seat Custom Sierra, $3,439.
Coronet V-8	2,707	2,636	2,842	2,764	3,089	189	92	43	87	94	
Royal	2,934	....	3,069	2,990	....	227	92	43	87	94	TorqueFlite transmission is $227 on Coronet V-8.
Custom Royal	3,145	....	3,279	3,201	3,422	227	92	43	87	94	
EDSEL											Prices are for V-8 models. For Ranger sixes, deduct $84.
Ranger	2,684	2,629	2,756	2,691	....	190	82	43	65	74	Station Wagons—4-dr. 2-seat Villager, $2,971; 4-dr. 3-seat Villager, $3,039.
Corsair	2,812	....	2,885	2,819	3,072	190	82	43	65	74	(For 6-cylinder wagons, deduct $97.) Dual Power transmission (361-cubic-inch engine), $231.
***FORD**											*Prices are for 6-cylinder models. For V-8s, add $118.
Custom 300	2,273	2,219	....	....	....	190	75	43	59	75	Custom 300—business sed., $2,132.
Fairlane	2,411	2,357	....	....	....	190	75	43	59	75	Galaxie—retractable hardtop (V-8), $3,346.
Fairlane 500	2,530	2,476	2,602	2,537	....	190	75	43	59	75	Station Wagons—2-dr. 2-seat Ranch Wagon, $2,567; 4-dr. 2-seat Ranch Wagon, $2,634; 2-dr. 2-seat Country Sedan, $2,678; 4-dr. 2-seat Country Sedan, $2,745; 4-dr., 3-seat Country Sedan, $2,829; 4-dr. 3-seat Country Squire, $2,958.
Galaxie	2,582	2,528	2,654	2,589	2,839	190	75	43	59	75	
Thunderbird (V-8 Std.)	....	....	....	3,696	3,979	242 (Cruise-O-Matic)	75	43	113	83	Cruise-O-Matic transmission (V-8 only), $231.
IMPERIAL											
Custom	5,016	....	5,016	4,910	....	Std.	Std.	Std.	169	136	
Crown	5,647	....	5,647	5,403	5,774	Std.	Std.	Std.	169	136	
LeBaron	6,103	....	6,103	....	....	Std.	Std.	Std.	169	136	
LINCOLN-CONTINENTAL											
Lincoln	5,090	....	5,090	4,902	....	Std.	Std.	Std.	164	129	Continental—Town Car, $9,208; limousine, $10,230.
Premiere	5,594	....	5,594	5,347	....	Std.	Std.	Std.	164	129	
Continental	6,845	....	6,845	6,598	7,056	Std.	Std.	Std.	Std.	Std.	
MERCURY											Station Wagons—2-dr. 2-seat Commuter, $3,145; 4-dr. 2-seat Commuter, $3,215; 4-dr. 2-seat Voyager, $3,793; 4-dr. 2-seat Colony Park, $3,932. (Merc-O-Matic standard on Voyager and Colony Park.)
Monterey	2,832	2,768	2,918	2,854	3,150	226	108	44	87	91	
Montclair	3,308	....	3,437	3,357	....	Std.	108	44	87	91	
Park Lane	....	....	4,031	3,955	4,206	Std.	Std.	Std.	87	91	Multi-Drive transmission standard on Park Lane; $26 extra on Montclair, Voyager and Colony Park; $245 on Monterey and Commuter.
OLDSMOBILE											
Series 88	2,902	2,837	3,036	2,958	3,286	231	108	43	102	102	Series 88—4-dr. 2-seat stat. wag., $3,365.
Super 88	3,178	....	3,405	3,328	3,595	231	108	43	102	102	Super 88—4-dr. 2-seat stat. wag., $3,669.
Series 98	3,890	....	4,162	4,086	4,366	Std.	Std.	Std.	102	102	
PLYMOUTH											Add $120 for Savoy and Belvedere V-8s.
Savoy 6	2,283	2,232	....	....	....	189	77	43	73	74	Savoy 6—business cpe., $2,143. (V-8 not offered.)
Belvedere 6	2,440	2,389	2,525	2,461	2,814 (V-8 Std.)	189	77	43	73	74	Station Wagon Six—2-dr. 2-seat Deluxe, $2,574; 4-dr. 2-seat Deluxe, $2,641; 4-dr. 2-seat Custom, $2,762. (For V-8, add $120.)
Fury V-8	2,691	....	2,771	2,714	....	189	77	43	73	74	Station Wagon V-8—2-dr. 2-seat Custom, $2,814; 4-dr. 3-seat Custom, $2,991; 4-dr. 2-seat Sport, $3,021; 4-dr. 3-seat Sport, $3,131.
Sport Fury V-8	....	....	....	2,927	3,125	189	77	43	73	74	TorqueFlite transmission (V-8 only), $227.
PONTIAC											
Catalina	2,704	2,633	2,844	2,768	3,080	231	108	43	102	102	Catalina—4-dr. 2-seat stat. wag., $3,101; 4-dr. 3-seat stat. wag., $3,209.
Star Chief	3,005	2,934	3,138	....	....	231	108	43	102	102	Bonneville—4-dr. 2-seat stat. wag., $3,532.
Bonneville	....	....	3,333	3,257	3,478	231	108	43	102	102	
RAMBLER							Not Offered	Not Offered	Not Offered		
American	....	1,835	....	....	....	179				72	American—Super 2-dr. sed., $1,920.
Deluxe 6	2,098	....	....	....	....	200	70	38	76	76	Station Wagons—American—2-dr. 2-seat Deluxe, $2,060; 2-dr. 2-seat Super, $2,145. Super Six—4-dr. 2-seat, $2,562. Custom Six—4-dr. 2-seat, $2,677. Rebel Super V-8—4-dr. 2-seat, $2,692. Rebel Custom V-8—4-dr. 2-seat, $2,807. Ambassador Super—4-dr. 2-seat, $2,881. Ambassador Custom—4-dr. 2-seat, $3,026; 4-dr. 2-seat (hardtop), $3,116.
Super 6	2,268	....	2,343	....	....	200	70	38	76	76	
Custom 6	2,383	....	....	....	....	200	70	38	76	76	
Rebel Super V-8	2,398	....	....	....	....	220	80	38	76	76	
Rebel Custom V-8	2,513	....	2,588	....	....	220	80	38	76	76	
Ambassador Super	2,587	....	....	....	....	230	90	40	92	83	American radio (manual tune), $58.
Ambassador Custom	2,732	....	2,822	....	....	230	90	40	92	83	Ambassador station wagon radio (pushbutton), $87.
STUDEBAKER											
Lark Deluxe 6	1,995	1,925	....	....	....	200	69	38	80	71	Lark Station Wagons—Deluxe Six—2-dr. 2-seat, $2,295. Regal Six—2-dr. 2-seat, $2,455. Regal V-8—2-dr. 2-seat, $2,590.
Lark Regal 6	2,175	....	....	2,275	....	200	69	38	80	71	
Lark Regal V-8	2,310	....	....	2,410	....	200	69	38	80	71	Silver Hawk (five-passenger coupe)—Six—$2,360. V-8—$2,495.



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There is more to the superiority of the forged crankshaft than just strength.

No other method of fabrication can compare with the forging process for dependability. The uniformity and predictability of physical properties with minimum variance from piece to piece or from one location to another in the same piece is assured to the greatest degree by modern forging practice.

Top automotive engineers agree that the use of a forged crankshaft permits the design of a more compact engine which is a decided advantage when thinking in terms of limited space available and overall engine weight reduction.

As compression ratios increase and engine outputs go up the risk factor must be reduced. Again, the uniformity of quality in the backbone of the engine, the crankshaft, is most essential and made possible only by a forging.

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FORGINGS OF ALUMINUM • MAGNESIUM • STEEL • TITANIUM

WORCESTER 1, MASSACHUSETTS

HARVEY, ILLINOIS • DETROIT, MICHIGAN

Major Specifications for 1959 U.S. Makes

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Make and Model	Dimensions										Engine					Capacity		Drive Unit		Chassis			
	Wheelbase (in.)	Unladen Weight (lbs.)	Headroom (in.) (front seat to headliner)	Legroom (in.) (front floor to front seat back)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Min. Road Clearance (in.) (rear axle)	Front Tread (in.)	Rear Tread (in.)	Type	Compression Ratio	Maximum BHP at RPM	Displacement (cubic in.)	Maximum Torque (in ft. lbs.) at RPM	Gasoline Tank (gals.)	Cooling System (qts.) (minus heater)	Axle Ratio (standard)	Tire Size	Effective Brake Area (sq. in.)	Power Brakes	Power Steering	Turning Circle (diam. in ft.)
BUICK																							
Le Sabre	123.0	4229	34.7	44.7	217.4	80.0	57.1	7.7	62.04	60.0	90° V8	10.5†	250 @ 4400	364	384 @ 2400	20	16.5	3.07†	7.60 x 15	218.03	O	O	44.0
Invicta	123.0	4331	34.7	44.6	217.4	80.0	57.1	7.7	62.04	60.0	90° V8	10.5	325 @ 4400	401	445 @ 2800	20	16.5	3.23	7.60 x 15	218.03	O	O	44.0
Electra	126.3	4557	34.2	44.3	220.6	80.0	57.3	7.9	62.04	60.0	90° V8	10.5	325 @ 4400	401	445 @ 2800	20	16.5	3.23	8.00 x 15	218.03	S	S	45.7
Electra 225	126.3	4632	34.2	44.3	225.4	80.0	57.3	7.9	62.04	60.0	90° V8	10.5	325 @ 4400	401	445 @ 2800	20	16.5	3.23	8.00 x 15	218.03	S	S	45.7
CADILLAC																							
62 Sedan	130	4835	34.8	45.6	225	80.2	56.2	5.9	61	61	90° V	10.5	325 @ 4800	390	430 @ 3100	21	18.5	2.94	8.00 x 15	210.32	S	S	47
60 Fleetwood	130	4890	35	45.5	225	81.1	56.2	5.9	61	61	90° V	10.5	325 @ 4800	390	430 @ 3100	21	18.5	2.94	8.20 x 15	210.32	S	S	47
75 Fleetwood	149.8	5490	36.2	43.9	244.8	80.2	59.3	7.0	61	61	90° V	10.5	325 @ 4800	390	430 @ 3100	21	20	3.36	8.20 x 15	233.72	S	S	49.2
CHEVROLET																							
Bis., B-A, Imp. 6	119.0	3630	36.1	45.0	210.9	79.9	56.0	7.3	60.3	59.3	6 ohv	8.25	135 @ 4000	235	217 @ 2400	20	17.0	3.55	7.50 x 14	185.6	O	O	43.6
Bis., B-A, Imp. 8*	119.0	3640	36.1	45.0	210.9	79.9	56.0	7.3	60.3	59.3	V-8 ohv	8.5	185 @ 4600	283	275 @ 2400	20	17.5	3.55	7.50 x 14	185.6	O	O	43.6
	119.0	3777	36.1	45.0	210.9	79.9	56.0	7.3	60.3	59.3	V-8 ohv	9.5	250 @ 4400	348	355 @ 2800	20	21.0	3.36	7.50 x 14	185.6	O	O	43.6
CHRYSLER																							
Windsor	122	3800	35.7	45.5	216.6	79.3	56.8	7.3	60.9	59.8	V-8 ohv	10.1	305 @ 4600	383	410 @ 2400	23	16	2.93	8.00 x 14	230	O	O	43.7
Saratoga	126	4010	35.7	45.5	220.6	79.3	57.2	7.6	60.9	59.8	V-8 ohv	10.1	325 @ 4600	383	425 @ 2800	23	16	2.93	8.50 x 14	251	S	S	47
New Yorker	126	4120	35.7	45.5	220.9	79.5	57.5	8.0	61.2	60.0	V-8 ohv	10.1	350 @ 4600	413	470 @ 2800	23	16	2.93	9.00 x 14	251	S	S	47.1
DeSOTO																							
Firesweep	122	3670	35.7	45.5	215.5	78.7	56.8	5.5	60.9	59.8	V-8 ohv	10.0	295 @ 4600	361	390 @ 2400	20	16	3.54	8.00 x 14	230	O	O	43.7
Firedome	126	3840	35.7	45.5	219.5	78.7	57.1	5.6	60.9	59.8	V-8 ohv	10.1	305 @ 4600	383	410 @ 2400	23	15	3.54	8.50 x 14	251	O	O	47.0
Fireflite	126	3920	35.7	45.5	221.1	78.7	57.1	5.6	60.9	59.8	V-8 ohv	10.1	325 @ 4600	383	425 @ 2800	23	15	3.31	8.50 x 14	251	O	O	47.0
DODGE																							
Coronet 6	122	3425	35.7	45.5	217.4	80.0	56.8	5.4	60.9	59.8	Inl. 6L	8.0	135 @ 3600	230	205 @ 1200	20	13	3.73	7.50 x 14	207	O	O	28.1
Coronet 8*	122	3614	35.7	45.5	217.4	80.0	56.8	5.4	61.4	60.2	V-8 ohv	9.2	255 @ 4400	326	350 @ 2400	20	20	3.54	7.50 x 14	207	O	O	28.1
Royal V-8*	122	3640	35.7	45.5	217.4	80.0	56.8	5.5	60.9	59.8	V-8 ohv	10.0	295 @ 4600	361	390 @ 2400	20	16	3.54	8.00 x 14	207	O	O	28.1
Cust. Royal V-8*	122	3658	35.7	45.5	217.4	80.0	56.8	5.5	60.9	59.8	V-8 ohv	10.0	305 @ 4600	361	400 @ 2800	20	16	3.54	8.00 x 14	207	O	O	28.1
EDSEL																							
Ranger*	120.0	3751	33.8	42.7	210.9	79.8	56.0	7.05	59.0	56.4	90° V-8 ohv	8.8	200 @ 4400	292	285 @ 2200	20	19	3.56	7.50 x 14	167.05	O	O	44.0
											Inl. 6 ohv	8.4	145 @ 4000	223	206 @ 2200	20	15	3.56					
Corsair*	120.0	3938	33.8	42.7	210.9	79.8	56.2	7.05	59.0	56.4	90° V-8 ohv	8.9	225 @ 4400	332	325 @ 2200	20	19	3.56	8.00 x 14	167.05	O	O	44.0
FORD																							
Custom 300-6	118	3312	38.2	44.7	208	76.6	56	7.1	59.0	56.4	Inl. 6 ohv	8.4	145 @ 4000	223	206 @ 2200	20	15	3.56	7.50 x 14	180.2	O	O	40.6
FL., FL.,500-6	118	3340	38.2	44.7	208	76.6	56	7.1	59.0	56.4	Inl. 6 ohv	8.4	145 @ 4000	223	206 @ 2200	20	15	3.56	7.50 x 14	180.2	O	O	40.6
Cust. 300-8*	118	3411	38.2	44.7	208	76.6	56	7.1	59.0	56.4	V-8 ohv	8.8	200 @ 4400	292	285 @ 2200	20	19	3.56	7.50 x 14	180.2	O	O	40.6
FL., FL. 500-8*	118	3439	38.2	44.7	208	76.6	56	7.1	59.0	56.4	V-8 ohv	8.8	200 @ 4400	292	285 @ 2200	20	19	3.56	7.50 x 14	180.2	O	O	40.6
												8.9	225 @ 4400	332	325 @ 2200								
												9.6	300 @ 4600	352	380 @ 2800								
IMPERIAL																							
Custom	129	4735	36.2	45.5	226.3	81.0	56.9	8.2	61.8	62.4	V-8 ohv	10.1	350 @ 4600	413	470 @ 2800	23	16	2.93	8.20 x 15	251	S	S	48.2
Crown	129	4830	36.2	45.3	226.3	81.0	56.9	8.2	61.8	62.4	V-8 ohv	10.1	350 @ 4600	413	470 @ 2800	23	16	2.93	8.20 x 15	251	S	S	48.2
Le Baron	129	4865	36.2	45.3	226.3	81.0	56.9	8.2	61.8	62.4	V-8 ohv	10.1	350 @ 4600	413	470 @ 2800	23	16	2.93	8.20 x 15	251	S	S	48.2
LINCOLN																							
Lincoln	131	5030	34.9	44.1	227.1	80.1	56.7	7.9	61.0	61.0	V-8 ohv	10.1	350 @ 4400	430	490 @ 2800	22	26	2.89	9.50 x 14	262	S	S	45
Premiere	131	5035	34.9	44.1	227.1	80.1	56.7	7.9	61.0	61.0	V-8 ohv	10.1	350 @ 4400	430	490 @ 2800	22	26	2.89	9.50 x 14	262	S	S	45
Continental	131	5155	34.9	44.1	227.1	80.1	56.7	7.9	61.0	61.0	V-8 ohv	10.1	350 @ 4400	430	490 @ 2800	22	26	2.89	9.50 x 14	262	S	S	45
MERCURY																							
Monterey*	126	4210	38.5	46.2	217.8	80.7	55.8	7.3	60	60	V-8 ohv	8.75	210 @ 4400	312	325 @ 2200	20	20	3.56	8.00 x 14	233.1	O	O	43.3
Montclair	126	4240	38.5	46.2	217.8	80.7	56.1	7.6	60	60	V-8 ohv	10.0	322 @ 4600	383	420 @ 2800	20	21	2.71	8.50 x 14	233.1	O	O	43.3
Park Lane	128	4575	38.5	46.2	222.8	80.7	56.1	7.6	60	62	V-8 ohv	10.0	345 @ 4400	430	480 @ 2800	20	21	2.71	8.50 x 14	233.1	S	S	43.9
OLDSMOBILE																							
Dynamic 88*	123.0	4116	34.9	44.8	218.4	80.8	56.0	7.1	61	61	V-8 ohv	9.75	270 @ 4600	371	390 @ 2400	20	20	3.64	8.50 x 14	191.7	O	O	43.0
Super 88*	123.0	4144	34.9	44.5	218.4	80.8	56.0	7.1	61	61	V-8 ohv	9.75	315 @ 4600	394	435 @ 2800	20	20	3.64	9.00 x 14	191.7	O	O	43.0
98*	126.3	4380	34.9	44.5	223.0	80.8	56.0	7.1	61	61	V-8 ohv	9.75	315 @ 4600	394	435 @ 2800	20	20	3.42	9.00 x 14	191.7	S	S	43.9
PLYMOUTH																							
Sav., Bel., Fury 6	118	3275	35.7	45.5	208.2	78.0	56.5	5.2	59.6	60.1	Inl. 6 L	8.0	132 @ 3600	230	205 @ 1200	20	13	3.73	7.50 x 14	184	O	O	42.5
Sav., Bel., Fury 8*	118	3437	35.7	45.5	208.2	78.0	56.5	5.3	59.6	60.1	V-8 ohv	9.0	230 @ 4400	318	340 @ 2400	20	20	3.54	7.50 x 14	184	O	O	42.5
PONTIAC																							
Catalina*	122	3940	34.8	44.8	213.7	80.7	56.4	6.6	63.7	64	90° V-8	10.1	280 @ 4400	389	408 @ 2800	20	21.4	3.08	8.00 x 14	191	O	O	45.6
Star Chief*	124	3990	34.8	44.6	220.7	80.7	56.4	6.6	63.7	64	90° V-8	10.1	280 @ 4400	389	408 @ 2800	20	21.4	3.08	8.00 x 14	191	O	O	46.7
Bonneville*	124	4070	32.8	44.6	220.7	80.7	54.6	6.6	63.7	64	90° V-8	10.1	300 @ 4600	389	420 @ 2800	20	21.4	3.08	8.00 x 14	191	O	O	46.7
RAMBLER																							
American 6	100	2476	35.2	44	178.3	73	57.3	7.7	54.6	55	Inl. 6 L	8.0	90 @ 3800	195.6	150 @ 1600	20	10	3.31	5.90 x 15	139	NA	NA	36
Rambler 6	108	2951	36.0	43	191.1	72.2	58	7.5	57.7	58	Inl. 6 ohv	8.7	127 @ 4200	195.6	180 @ 1600	20	10	3.78	6.40 x 15	150	O	O	37.2
Rambler 8	108	3287	36.0	43	191.1	72.2	57.8	7.3	58.7	59.1	V-8 ohv	8.7	215 @ 4900	250	260 @ 2500	20	20	4.10	7.50 x 14	167	O	O	37.7
Ambassador 8	117	3428	36.0	43	200.1	72.2	57.6	6.9	57.7	59.1	V-8 ohv	9.7	270 @ 4700	327	360 @ 2600	20	19	3.54	8.00 x 14	167	O	O	39.7
STUDEBAKER																							
Lark 6	108.5	2600	36	44	175	71.4	57.5	7.6	57.4	56.6	Inl. 6 L	8.3	90 @ 4000	169.6	145 @ 2000	18	11	3.73	5.90 x 15	146.4	O	NA	37.5
Lark 8	108.5	2924	36	44	175	71.4	57.5	8.0	57.4	56.6	V-8 ohv	8.8	180 @ 4500	259.2	260 @ 2800	18	17	3.31	6.40 x 15	172.8	O	O	37.5
Silver Hawk 6	120.5	2810	35.5	44	204	71.3	55.5	8.0	57.4	56.6	Inl. 6 L	8.3	90 @ 4000	169.6	145 @ 2000	18	11	4.10	6.40 x 15	146.4	O	NA	42.5
Silver Hawk 8	120.5	3165	35.5	44	204	71.3	55.5	8.4	57.4	56.6	V-8 ohv	8.8	180 @ 4500	259.2	260 @ 2800	18	17	3.54	6.70 x 15	172.8	O	O	42.5

NOTE: Under power brakes and power steering, "O" refers to optional and "S" to standard equipment. NA means Not Available. *Other V-8 engine options available.
†When turbine transmission equipped.

Major Specifications for Imported Makes

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Make and Model	Dimensions									Engine					Capacity			Drive Unit			Chassis	
	Wheelbase (in.)	Unladen weight (lbs.)	Headroom (in.) (front seat to headliner)	Legroom (in.) (front floor to front-seat back)	Overall length (in.)	Overall height (in.)	Min. road clearance (in. at rear axle)	Front tread (in.)	Rear tread (in.)	No. cylinders	Compression ratio (to 1)	Max. h.p. at r.p.m.	Displacement (cubic in.)	Max. torque (lbs. ft. at r.p.m.)	Fuel tank (U. S. gals.)	Cooling system (qts.)	Crankcase (qts.)	Axle ratio (standard)	Tire size (standard)	Optional transmission	Effective brake area (sq. in.)	Turning circle (diameter in feet)
ALFA ROMEO Guilietta Spider	86.5	1,809	N.A.	N.A.	152	51	N.A.	50.5	50	4	8	65/6,000	78.7	N.A.	N.A.	N.A.	N.A.	4.55	5.60 x 15	None	N.A.	N.A.
2000	107	2,821	N.A.	N.A.	185.6	56.4	N.A.	55.1	54	4	8.25	105/5,300	120.5	N.A.	N.A.	N.A.	N.A.	4.78	5.20 x 15	None	N.A.	N.A.
ASTON-MARTIN DB24 Mk. III B	99	2,800	N.A.	N.A.	171.5	54.25	N.A.	54	54	6	8.2	178/5,500	178.2	N.A.	15.5	N.A.	N.A.	3.77	6.00 x 16	None	F.D.	35
AUSTIN A-35	79.5	1,484	37	37	136.4	59.25	6.38	45.25	44.75	4	8.3	34/4,750	57.9	50/2,000	6.95	5	3.6	4.55	5.20 x 13	None	61.1	35
A-55	99.25	2,268	36.5	38	166.9	60.25	6.38	48.5	49	4	8.3	51/4,250	90.88	81/2,000	10.5	7	4.25	4.3	5.90 x 13	None	121	37.5
AUSTIN-HEALEY 100	92	2,436	37	40	157.5	49	5.5	48.75	50	6	8.25	117/4,750	161.1	149/3,000	14.5	12	6.6	4.1	5.90 x 15	None	188	35
Sprite	80	1,315	34.5	41.25	137.25	49.75	5	45.75	44.75	4	8.3	45/5,500	57.82	52/3,200	7.2	6	3.6	4.22	5.20 x 13	None	61.3	31.5
AUTO UNION	92.5	2,005	38	N.A.	166.4	57.75	10	50.75	53.20	3	7.25	50/4,500	59.75	6/2,250	11	9		4.72	5.60 x 15	None	105	36
BENTLEY 'S'	123	4,365	37.5	41	212	64	7	58	60	6	8	N.A.	298.2	N.A.	22.5	19.5	8	3.42	8.20 x 15	A. S.	240	41.67
BERKELEY	70	600	36	46	123	42	7.5	44	44	2	8	18/5,000	20	N.A.	4	Air		N.A.	5.20 x 12	None	N.A.	28
BORGWARD	104	2,200	N.A.	N.A.	175.5	58.5	7	53.4	53.4	4	7	66/4,700	91	N.A.	12.75	7	4	3.9	5.70 x 13	None	119.4	36
BMW 502/3.2	111.6	N.A.	N.A.	N.A.	186	60	N.A.	52.3	55.7	V-8	7.2	140/4,800	193	N.A.	N.A.	N.A.	N.A.	3.9	6.70 x 15	None	N.A.	N.A.
503/8	111.6	N.A.	N.A.	N.A.	187	56.4	N.A.	55	55.9	V-8	7.3	162/4,800	193	N.A.	N.A.	N.A.	N.A.	3.9	6.00 x 16	None	N.A.	N.A.
BMW ISETTA 300	58	770	39	41	93.7	52.7	8	47.2	20.4	1	6.8	13	18.2	N.A.	3.4	Air	1.75	N.A.	4.80 x 10	None	49.9	24
BMW (Isetta) 600	66.9	1,135	39	41	115	54.1	9	48	45.67	2	6.8	26	35.5	29/2,500	6.5	Air	2	5.43	5.20 x 10	A. C.	64	26
CITROEN 2CV	94.4	1,125	36	42	149	62	8	52	52	2	6.5	12/3,600	25.9	N.A.	5	Air	2	N.A.	5.20 x 15	A. C.	N.A.	26
DS-19	123	2,475	38	43	189	58	6.5	59	51.25	4	7.5	75/4,500	116.6	101	17	5	4.25	N.A.	5.90 x 15	A. C.	F.D.	36
DATSUN Sedan	87.4	2,035	36.6	36	152	60.4	6.38	46.1	46.46	4	7	37/4,600	60.2	48/2,400	8.6	6.4	3.7	5.13	5.50 x 15	None	72.4	32.8
DKW Sedan	92.5	1,975	37	N.A.	166.4	57.75	10	50.75	53.20	3	7.25	44/4,250	54.75	6/2,750	12	9		4.72	5.60 x 15	None	105	36
ENGLISH FORD Anglia	87	1,716	39.4	45.6	149.8	58.8	7	48	47.5	4	7	36/4,500	71.6	53/2,500	8.3	7.2	2.5	4.43	5.20 x 13	None	76.8	32.7
Consul	104.5	2,504	40.4	46.8	172.2	59.6	6.4	53	52	4	7.8	61/4,400	103.9	93/2,300	13.1	11.25	3.75	4.11	5.90 x 13	None	147	35
Zephyr	107	2,691	40.4	46.8	178.5	60.3	6.8	53	52	6	7.8	90/4,400	155.8	137/2,000	13.1	13.75	4.33	3.90	6.40 x 13	A. T. or O.D.	147	36
FACEL-VEGA FVS	104.7	3,885	N.A.	N.A.	181.1	53	N.A.	55.9	57	V-8	N.A.	360/N.A.	N.A.	N.A.	27	22	5	3.31	6.70 x 15	A. S.	N.A.	N.A.
FIAT 500	72.4	1,069	36	35.4	117	52.2	5.1	44.1	44.7	2	7.0	16/4,000	29.23	20/2,700	5.5	Air	1.75	5.13	125 x 12	None	67.26	28.25
600	78.75	1,290	36.2	35.4	128.25	55.3	6.3	45.3	45.67	4	7.5	21.5/4,600	38.63	30/2,800	7.3	4.5	3.1	5.38	5.20 x 12	None	67.33	28.5
1100	92.1	1,940	36	35.4	154.3	58.7	5.12	48.6	47.85	4	7	43/4,800	66.5	52/3,200	10	4.75	3.16	4.30	5.20 x 14	None	153.76	38.5
1200 Roadster	92.5	2,050	N.A.	N.A.	152.6	50.4	5.1	48.5	47.75	4	8	55/5,300	74.5	60/3,000	10	5.9	3.2	4.30	5.20 x 14	None	153.76	34.5
1200 Sedan	92.5	2,051	36	35.4	154.3	57.8	5.1	48.5	47.75	4	8	55/5,300	74.5	60/3,000	10	5.9	3.2	4.30	5.20 x 14	None	153.76	34.5
GOGGOMOBIL 400 & 700	70.8	915	N.A.	N.A.	114.2	51.5	9.6	42	42.6	2	7.5	24/5,500	28	N.A.	6.6	Air		N.A.	4.40 x 10	A. C.	62.8	24.5
GOLIATH Tiger	89.3	2,090	34.5	47	161.4	53.5	8.27	50.75	49.21	4	7.9	63/5,000	66.5	61/4,000	11.8	2.1	3.1	4.71	5.60 x 13	None	114.4	35
1100	89.3	1,896	36	47	158.2	57.1	8.27	50.75	49.21	4	7.25	46/4,250	66.5	59/2,750	11.8	2.1	3.1	4.71	5.60 x 13	None	114.4	35
HILLMAN Sedan	96	2,200	37.75	34.5	163	59.5	7	49	48.5	4	8.0	51/4,400	85	72/2,200	8.7	7.4	4.8	4.78	5.60 x 15	A. C.	92	34.25
Husky	86	2,080	37	34.75	149.5	60.9	6.5	49	48.5	4	8.0	51/4,400	85	72/2,200	7.5	7.4	4.8	4.78	5.00 x 15	None	92	31.5
JAGUAR 3.4	107.4	3,136	36	38	180.75	66.75	7	54.63	50.13	6	8.0	210/5,500	210	215/3,000	14.4	11	6.5	3.77	6.40 x 15	A. T.	Disc	33.5
Mark VIII	120	3,808	36	42	196.5	63	7.5	56.5	58	6	8.0	210/5,500	210	215/3,000	20.4	11	11	4.27	6.70 x 16	O. D. or A. T.	179	36
XK-150	102	2,856	37	38	177	55	7.13	51.63	51.63	6	8.0	210/5,500	210	215/3,000	16.8	11.5	7.5	3.54	6.00 x 16	O. D. or A. T.	Disc	33
LANCIA GC-2500	96.5	2,760	35	45.3	166.5	50	6	50.4	51.2	V-6	8.4	130/5,300	149.6	137/3,500	15.3	N.A.	N.A.	N.A.	5.90 x 15	None	300	32.8
LLOYD 600 Sedan	78.75	1,240	N.A.	N.A.	132.1	55.1	5	41.38	43.38	2	6.6	24/4,500	36.36	28.2/2,500	5.5	Air		4.87	4.25 x 15	None	70.7	34.5
MERCEDES-BENZ 180	105	2,560	38.25	44	175	61	7.63	55.88	57.5	4	6.8	74/4,700	116	104/2,800	14.8	9.5	4.25	3.90	6.40 x 13	None	126.5	36
180 D	104.4	2,645	38.25	44	175.6	61.5	7.63	55.88	57.5	4	19.0	46/3,500	107.8	77/2,000	14.7	9	4	3.70	6.40 x 13	None	126.5	36
190	104.3	2,645	38.25	44	177	61.5	8	54.06	57.88	4	7.5	84/4,800	115.74	107/2,800	14.8	10	4.25	4.10	6.40 x 13	None	165	36
190 SL	94	2,500	35.25	44.4	165	51	6	56	55	4	8.5	120/5,700	115.75	114/3,800	17.2	2.6	4.25	3.90	6.40 x 13	None	165	36
220 S	111	2,915	38.25	44	187	61.4	8.5	59.37	58.88	6	8.7	120/5,200	133.9	137/3,600	16.9	12	6.25	4.10	6.70 x 13	A. C.	165	36
300 D	124	4,410	37.25	43	204.4	63.5	8.5	59.20	60.44	6	8.6	180/5,500	182.8	191/4,500	19	22	7	4.67	7.60 x 15	A. S.	258	42
300 SL	94.5	3,000	33.75	44	178	51.25	5.13	55.5	57	6	8.6	240/6,100	182.8	217/4,800	26	20	11.6	3.89	6.70 x 15	None	258	37.75
METROPOLITAN	85	1,875	35.5	41.75	149.5	54.5	6.38	45.31	44.81	4	8.3	55/4,600	90.89	82/2,400	10.5	7	4	4.22	5.20 x 13	None	76.8	35
MG 'A' Coupe	94	1,988	38	44	156	50	6	47.5	48.75	4	8.3	72/5,500	90.88	77/3,500	12	6	4.25	4.30	5.60 x 15	None	134.4	28
Magnette	102	2,436	38	41.5	169	58	6	51	51	4	8.3	68/5,400	90.88	83/3,500	11.1	6.3	4.2	4.55	5.50 x 15	None	134.4	37.5
MORGAN	96	1,650	N.A.	N.A.	144	52	7	47	47	4	8.5	100/5,000	121.5	N.A.	N.A.	N.A.	5	3.73	5.00 x 16	None	N.A.	33
MORRIS	86	1,652	41	39.75	148	59.5	6.25	50.63	50.31	4	8.3	37/4,800	57.84	50/2,500	7.8	11.7	3.5	4.55	5.00 x 14	None	63.8	33.1
NSU Prinz	78.75	1,080	37	40	123.75	53.75	7	47	47	2	7.2	26	35.6	30/2,300	6.75	Air	2.4	4.41	4.40 x 12	A. C.	64.5	28
OPEL	100.4	1,911	36	43.4	174	58.1	6.89	50.04	50.16	4	6.9	51/4,200	90.8	79/2,800	10.6	7.9	2.8	3.90	6.40 x 13	None	109.1	35.3
PANHARD	101	1,764	35	40	180	57	7	51.25	51.25	2	7.5	52/5,200	51.93	N.A.	12	Air	2.5	N.A.	5.20 x 15	None	N.A.	33
PEUGEOT	105	2,362	36	N.A.	176	59.25	7.09	52.75	52	4	7.5	66/4,750	89.6	85/3,000	13.3	9	4.25	N.A.	5.90 x 15	None	126.3	31.2
PORSCHE Carrera	82.7	2,046	N.A.	N.A.	155.8	51.5	N.A.	51.4	50.1	4	9	100/6,200	91.9	N.A.	13.7	Air	N.A.	N.A.	5.90 x 15	None	N.A.	N.A.
RENAULT 4CV	82.6	1,322	37.5	42	143.3	57.9	7	48	48	4	7.8	28/4,000	45.46	N.A.	6	4	1.75	N.A.	4.50 x 15	A. C.	67	28
Dauphine	89	1,397	37.5	42	155	56	6	49	48	4	8.0	32/4,200	51.54	N.A.	8.5	4.5	2.5	4.37	5.00 x 15	A. C.		30
RILEY	86	2,104	39	42.5	153.25	59.75	6	50.88	50.31	4	8.3	68/5,400	90.88	83/3,500	8.4	7.35	4.8	3.73	5.00 x 14	None	124	34.25
ROLLS-ROYCE Silver Cloud	123	4,365	37.5	41	212	64	7	58	60	6	8.0	N.A.	298.2	N.A.	22.5	19.5	8	3.42	8.20 x 15	A. S.	N.A.	41.67
ROVER 105R	111	3,267	38	40	178.25	63.75	7.13	52	51.5	6	8.5	108/4,250	161	152/2,500	13.8	12.6	9	4.70	6.00 x 15	A. S.	175.7	37
SAAB 93b	98	1,735	38.5	36	158	58	7.5	48	48	3	7.5	38/5,000	46	52/2,000	9.5	6		5.23	5.00 x 15	None	90	36
SIMCA Aronde	96.2	2,050	35.4	37	162	56.9	5.4	49.4	49.2	4	6.8	48/4,800	77.4	65/2,800	11.4	6.9	5.3	4.44	5.50 x 14	A. C.	132.1	35
Vedette	106	2,595	38	39	177.9	88.3	5.9	54	53	V-8	7.2	80/4,400	143.5	110/2,500	15.9	18	4.75	3.90	6.40 x 13	None	149.4	37.5
SKODA	94.5	2,050	N.A.	N.A.	160	56	8.6	47.67	49.2	4	7.0	46/4,200	66.43	N.A.	6.5	8	4	4.78	5.50 x 15	None	N.A.	33
SUNBEAM	96	2,370	36	36.5	162.5	58	5.75	49	48.5	4	8.5	73/5,200	91.2	81/3,000	12	7.4	4.8	4.55	5.60 x 15	O. D.	146.5	34.25
TAUNUS	102.5	2,260	39.4	43.6	172.2	59.1	6.7	50	50	4	7.1	67/4,400	103.6	97/2,200	11.9	7.4	3.2	3.90	5.90 x 13	A. C.	137	34.4
TOYOPET	99.6	2,670	N.A.	N.A.	168.7	60	7.9	52.2	53.9	4	8.0	60/4,400	88.66	80/2,600	12	8.6	3.7	N.A.	6.40 x 15	None	N.A.	N.A.
TRIUMPH TR-3	88	2,016	36	46.5	151	50	6	45	45.5	4	8.5	100/5,000	121.5	145/3,000	14.4	4	3.3	3.70	5.50 x 15	O. D.	F. D.	34
Sedan	84	1,680	38	45.5	145	60	6.5	48.5	48.5	4	8.0	40/5,000	57.8	50/2,700	8.5	2.5	2.1	4.55	5.60 x 13	None	68	32
VAUXHALL	98	2,218	35.5	43	167.9	57.6	6.6	50.0	50	4	7.8	54.8/4,200	92	85/2,400	9.6	6.3	3.6	4.13	5.60 x 13	None	92	34
VOLKSWAGEN	94.5	1,565	38.6	N.A.	160.2	59.1	6.1	51.4	49.2	4	6.6	36/3,700	72.74	56/2,000	10.5	Air	2.5	4.43	5.60 x 15	None	96.1	36
Karmann-Ghia	94.5	1,742	N.A.	N.A.	163	52.2	6.1	51.4	49.2	4	6.6	36/3,700	72.74	56/2,000	10.5	Air	2.5	4.43	5.60 x 15	None	96.1	36
VOLVO	102.5	2,127	39	47	177	61.5	8	51	51.75	4	8.2	85/5,500	97.6	87/3,500	9.25	8	3.75	4.56	5.90 x 15	4-Speed	144	35.5

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications, listed here as of Aug. 1, 1958, are subject to change without notice.

List of Abbreviations:
A.C.—Automatic clutch.
A.S.—Automatic transmission standard.
A.T.—Automatic transmission
F.D.—Front disc brakes.
O.D.—Overdrive.
N.A.—Information not available.

Decision Year for Imports

Stiff Battle Due for $1 Billion Market

THE YEAR of decision is at hand for imported automobiles in the U. S. market.

With 1957 the year of the breakthrough and 1958 the year of exploitation, 1959 is the year when imports must show whether they have the stuff to stand the gruelling pace of allout competition.

Imports, of course, long ago passed the 5-percent sales penetration specified by U. S. makers as the point where they would lose their nuisance ranking and become a full-fledged factor in the market.

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PERHAPS the best indication of the standing of imports in the U. S. market is that the 1959 NADA convention, for the first time, featured a panel discussion of the imported automobile.

In looking ahead, supporters say that there is no question that imports will hang on to the volume they have established. The only speculation, they insist, is how much the imported-car market will grow.

On the other side of the fence are those who insist that imports reached their crest in 1958 and will taper off this year.

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TWO dominant factors must be kept in mind in any assessment of the imported-car market:

1. The retail value of imported cars sold in the U. S. in 1958 was approximately $625 million. Add to this advertising, parts and service and related operations, and imports contributed an estimated $1 billion to total U. S. business last year.

In any language, $1 billion is Big Business.

2. If U. S.-built small cars are introduced this fall by the Big Three, as expected, imports will face their toughest test yet.

Importers and their retailers insist they are unafraid.

To be sure, imports have come a long way in a relatively short time. In 1947, fewer than a thousand foreign cars received new-car registrations in the U. S. The total jumped to 16,133 in 1948 and grew in relatively modest fashion to number 32,403 in 1954.

Then came 1955 and a big jump to 58,465; 1956 and 98,187; 1957 and 206,827, and last year with 377,548.

Estimates for 1959 have ranged as high as 600,000, although this would appear somewhat optimistic.

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IN THE course of this mushrooming growth, imports have embarrassed U. S. factory executives on more than one occasion.

Imports in 1955 claimed only 0.82 percent sales penetration. But this figure grew to 1.65 percent in 1956; to 3.46 percent in 1957 and to 8.12 percent last year.

Penetration of the imports is likely to decline in 1959, even if volume expands, because of the projected increase in sales of domestic units.

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PRICE and quality are the reasons most often quoted in imported-car circles as to why entries in this field expect continued sales success in the U. S.

U. S. makers, say retailers of imports, have just about abandoned the low-price field. Not all the imports are economy cars, of course—nearly 100 models are priced above $2,600 — but the best-selling models are priced below anything the domestic manufacturers can offer.

There are 82 import models priced below $2,000 and only four U. S. models—two Rambler Americans and two Studebaker Larks—can get under $2,000.

Neither Lark nor American can get below $1,800 at sticker price, but 62 imported models manage to do so.

There are indications, too, that the price tags on some imports could be reduced considerably if enough pressure should be generated by 1959-model competition.

Aside from the commanding position of price leadership, say men in the imported-car field, their products offer better quality than do U. S.-built counterparts.

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THEY are convinced that when U. S. makers enter the small-car field, either price or quality must suffer.

"Unless Americans can make the small ones a lot better than they make the big ones, the small ones won't sell at all," said one observed recently.

That U. S. makers have become increasingly quality-conscious is indicated by stepped-up programs of quality control that have been incorporated into many 1959 production programs.

Import-car operators also say they doubt that additional U. S.-built small cars can be retailed for much under $2,000. This, they say, leaves the market in the $1,500-to-$1,850 class wide open.

It is in that pricing area, of course, that most of the imported cars have been sold in the past.

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IT IS ALSO pointed out that the so-called domestic "small cars" won't really be small cars; rather, they will be "compact cars."

Men responsible for the merchandising of imported cars insist there is a growing market for autos with less than 100-inch wheelbase. It is expected that new American entries will range from 108 to 113 inches in wheelbase.

While few will admit to it, imported-car dealers are fearful of the impact automatic transmissions might have on their market.

Both Lark and Rambler report a heavy percentage of buyers going for automatics. Other American entries in the compact-car field would most assuredly also offer automatics.

The imports can't meet this competition at the moment. And a much-promoted compromise, the automatic clutch, still demands that gears be shifted by hand.

The long-awaited Dutch-built DAF may hold the answer for the small, low-powered auto. Using a simple system of variable-diameter sheaves and V-belts, the DAF is claimed to have a reliable, workable form of automatic drive.

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DESPITE the rapid growth of the imported-car market in the U. S., it is still possible to stir up an argument when it comes to classifying the various makes.

Generally, however, it may be said that the imported vehicle finds its American market spread among seven classifications: Luxury, middle-price family cars, economy family cars, minicar, luxury sports, sports and commercial.

Dominating the luxury class are such makes as Mercedes-Benz and Jaguar, with Rolls-Royce, Bentley, Facel-Vega and some models of the Lancia filling in the field.

In the middle-price, family-car field are a wide variety of entries, ranging from $2,000 to $5,000. Here are found Austin, Borgward, Citroen, DKW, the bigger English Fords, Goliath, Lancia, Peugeot, smaller Mercedes-Benz, Moretti, Riley, Rover, Sunbeam, Taunus, Toyopet and Volvo.

Economy family cars, under $2,000, include the best-sellers among the imports. In this bracket are the Austin A-40, Datsun, Fiat, Ford Anglia, Hillman, Lloyd, Metropolitan, Morris, Opel, Panhard, Renault, SAAB, Simca, Skoda, Triumph, Vauxhall and Volkswagen.

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THE minicar field embraces BMW Isetta, Fiat 500, Goggomobil, NSU Prinz, Renault 4CV and Citroen 2CV. All are well under $1,500 at port of entry.

In the luxury sports-car field, with price tags working their way up from $5,000, can be found some of the Alfa Romeos, Arnolt-Bristol, BMW, Ferrari, Mercedes-Benz, the top-drawer Porsches, and several other lesser-known specialty marques.

The regular sports class, priced below $5,000, includes the Giluietta series of Alfa Romeo, Austin-Healey, Jaguar, MG, Morgan, most of the Porsches and Triumph.

In the past year, most imported commercial cars were sold by Volkswagen, English Ford and Tempo. Other makes are attempting to widen their influence in this field, however.

Top Car Imports In 1958

1. Volkswagen	78,225
2. Renault	48,050
3. English Ford	33,425
4. Fiat	21,175
5. Hillman	18,900
6. Vauxhall	17,350
7. Simca	17,125
8. MG	16,250
9. Triumph	16,225
10. Opel	15,675
11. Volvo	14,000
12. Metropolitan	12,325
13. Morris	9,075
14. Mercedes-Benz	8,300
15. Borgward	6,700
16. Austin-Healey	5,525
17. Jaguar	4,670
18. Peugeot	4,500
19. BMW Isetta	3,925
20. DKW	3,225
21. SAAB	3,025
22. Porsche	2,825
23. Lloyd	2,800
24. Goliath	2,350
25. Alfa Romeo	2,025
26. Austin	1,700
27. Taunus	1,650
28. Sunbeam	1,575
29. Citroen	1,150
30. Berkeley	575
31. Goggomobil	550
32. Skoda	375
33. Panhard	300
34. Toyopet	275
35. Rolls-Royce	200
36. Rover	175
37. Riley	170
38. Morgan	165
39. Wartburg	140
40. Maico	100

Imported-Car Dealerships in U. S.

	Jan. 1, 1959		Jan. 1, 1958	
Imported Cars Only:				
Exclusives	784		642	
Duals	1,595		1,262	
		2,379		1,904
Imported-Domestic Duals:				
U. S. Duals with Captive Makes*	9,007		7,282	
U. S. Duals with Other Imports	3,221		2,223	
		12,228		9,505
Total Imported-Car Outlets in U. S.		14,607		11,409

* Captive duals are: Buick-Opel; Pontiac-Vauxhall; Ford Motor-English Ford; Ford Motor-Taunus; Rambler-Metropolitan; Studebaker-Mercedes Benz, and Chrysler Corp.-Simca. Simca is considered a Chrysler captive only in the Jan. 1, 1959 tabulation.

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Imported Cars in Operation By Model Year

(As of Jan. 1, 1959)

Make	1958	1957	1956	1955	1946-54	Total
Alfa Romeo	1,969	974	310	117	46	3,416
Austin	1,657	1,672	1,061	1,486	11,191	17,067
Austin-Healey	5,337	3,140	2,733	2,174	1,992	15,376
BMW-Isetta	3,778	3,812	335	.....	.....	7,925
Borgward	6,429	4,026	3,578	108	.....	14,141
Citroen	1,122	597	570	152	336	2,777
DKW	3,075	2,572	1,146	47	.....	6,840
English Ford	32,636	16,169	3,981	2,038	17,156	71,980
Fiat	20,410	5,136	50	64	106	25,766
Goliath	2,222	1,321	717	.....	.....	4,260
Hillman	18,291	10,485	4,425	2,980	19,845	56,026
Jaguar	4,540	4,848	3,786	3,570	13,623	30,367
Lloyd	2,712	885	151	.....	.....	3,748
Mercedes-Benz	8,155	3,309	2,373	1,245	1,709	16,791
Metropolitan	11,998	11,202	7,177	6,137	7,427	43,941
MG	15,788	12,880	5,688	2,796	20,510	57,662
Morris	8,777	5,115	438	692	6,204	21,226
Opel	15,231	1,239	.....	.....	.....	16,470
Panhard	283	126	.....	.....	.....	409
Peugeot	4,370	9	.....	.....	.....	4,379
Porsche	2,770	2,662	1,902	1,921	3,697	12,952
Renault	46,614	21,536	2,283	763	305	71,501
SAAB	2,962	1,042	46	.....	.....	4,050
Simca	16,490	5,236	1,888	592	1,115	25,321
Sunbeam	1,520	725	611	302	1,068	4,226
Taunus	1,595	24	.....	.....	.....	1,619
Toyopet	269	.....	.....	.....	.....	269
Triumph	15,784	6,113	2,215	1,220	929	26,261
Vauxhall	16,794	996	.....	.....	.....	17,790
Volkswagen	85,670	70,892	47,051	26,913	7,698	238,224
Volvo	13,543	6,628	1,526	.....	.....	21,697
Miscellaneous	3,128	1,211	1,242	994	1,857	8,432
TOTAL	375,919	206,582	97,283	56,311	116,814	852,909

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The Sales Record For Imports

12 MONTHS OF 1958

	Units	Pct. of Industry	Pct. Gain in Penetration Over Previous Month
Jan.	19,293	5.05	19.39
Feb.	20,075	6.02	19.21
March	26,277	6.56	8.97
Apr.	30,404	7.27	10.82
May	32,040	7.57	4.13
June	31,278	7.62	.66
July	33,512	8.27	8.53
Aug.	35,201	9.38	13.42
Sept.	37,133	11.57	23.35
Oct.	38,858	11.96	3.37
Nov.	35,794	10.56	—11.71
Dec.	37,683	7.29	—30.97

PAST 12 YEARS

	Units	Pct. of Industry	Pct. Gain in Penetration Over Previous Year
1947	894	.03	
1948	16,133	.46	1433.33
1949	12,251	.25	—16.67
1950	16,336	.26	4.00
1951	20,828	.41	57.69
1952	29,299	.70	70.73
1953	28,961	.50	—28.57
1954	32,403	.59	18.00
1955	58,465	.82	38.98
1956	98,187	1.65	101.22
1957	206,827	3.46	109.70
1958	377,548	8.12	134.68

Import Prices

The following imported-car prices are Port of Entry figures at New York. They include ocean freight, U. S. excise tax and import duty. They do not include dealer preparation charges, U. S. transportation fees, state and local taxes or optional equipment.

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ALFA ROMEO—Giulietta—Spyder, $3,519; Super Spyder, $3,932; Sprint Coupe, $3,951; Sprint Veloce Coupe, $4,342. 2000 Series—2-liter roadster, $5,048; 4-dr. sed., $5,078.

ARNOLT-BRISTOL—(Prices are F.O.B. Chicago)—Competition, $3,995; Bolide, $4,245; Deluxe, $4,995.

ASTON-MARTIN—DB24 Mark III cpe., $7,550; conv., $8,190.

AUSTIN—A-35 deluxe 2-dr. sed., $1,557; A-40 2-dr. sed., $1,795; A-40 deluxe 2-dr. sed., $1,856; A-55 deluxe 4-dr. sed., $2,199. (Heater standard on deluxe models.)

AUSTIN-HEALEY — Sprite — roadster, $1,795. 100-Six — conv., $3,087; Deluxe conv., $3,389. (Heater standard on Deluxe.)

AUTO UNION — "1000" — deluxe coupe, $2,395; sport coupe (2-seater), $3,849.

BENTLEY—Series S — Standard Steel Saloon, $13,695. (Automatic transmission, power steering, power brakes standard.) Other models are custom-built and vary considerably in price.

BERKELEY—328-c.c. roadster (2-cylinder), $1,595. 492-c.c. roadster (3-cylinder), $1,745.

BMW—Model 501/2.6 4-dr. sed., $5,000;

(Continued on Page 174, Col. 1)

Germany's wonder car is an American favorite, too!

DKW has captured the imagination and won the admiration of thousands of discriminating owners and motor experts the world over. In Germany, they enthusiastically call it "Das Kleine Wunder"..."the little wonder"!

The reason for such praise is basic. For here's a car with a unique two-cycle, three-cylinder engine that delivers *twice the power strokes* and *twice the power output* of conventional engines of similar size...a car with all the *speed* – *stamina* – and *efficiency* to score an impressive string of *victories* in the world's ruggedest races and rallies – Mille Miglia, Nuerburgring, Rallye Monte Carlo!

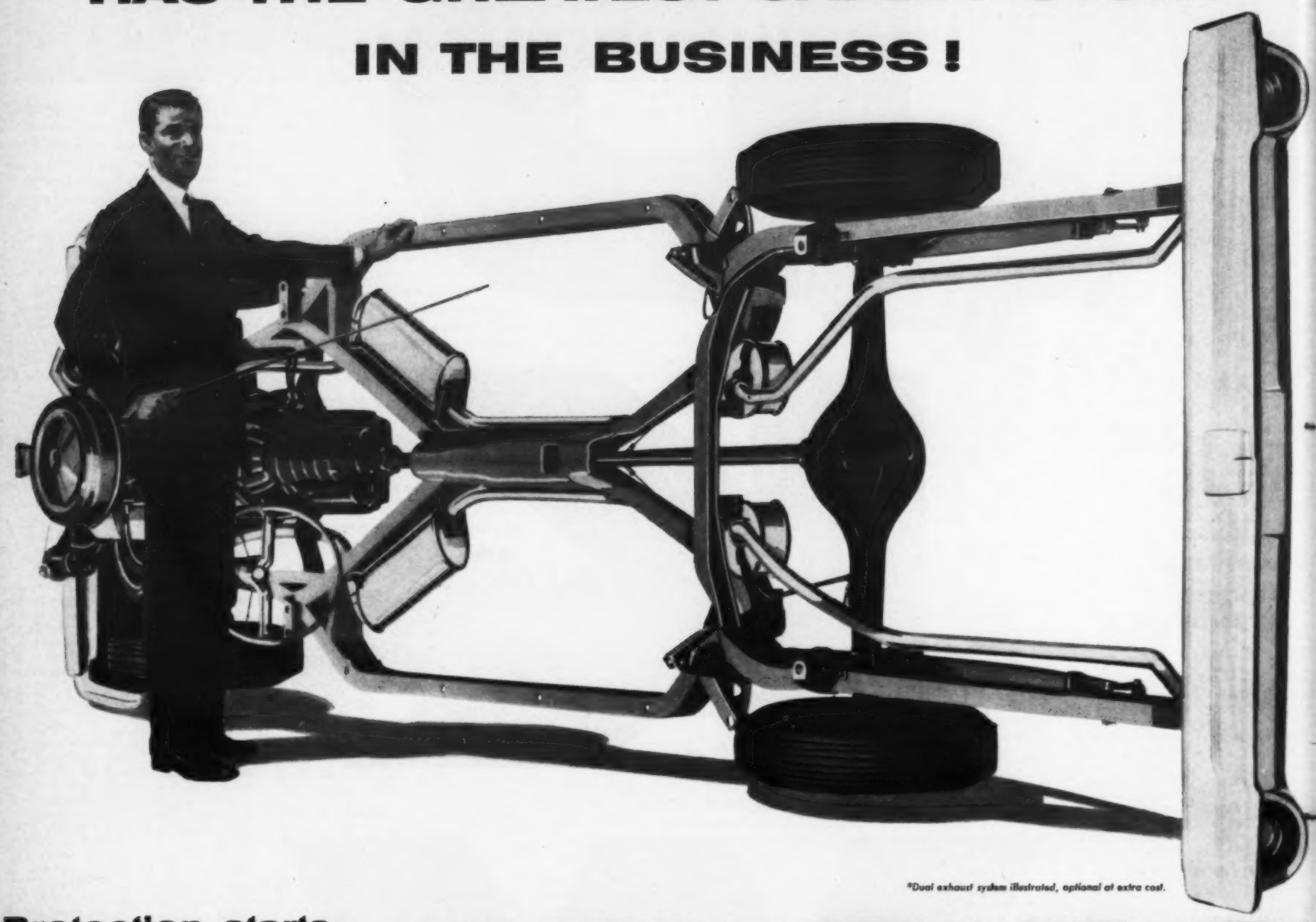
A car with the unsurpassed roadability of *front wheel drive*... with trim *continental styling*...with *family-sized roominess*... and advanced *safety features*. A *wide range of models, too*—from sedans and hardtops, to sport coupe and station wagons.

Just a few of the outstanding reasons why more and more Americans agree that DKW is the biggest car value in the imported car field. But, get the whole story... discover what DKW has to offer...for yourself!

A PRODUCT OF AUTO UNION GmbH WEST GERMANY

DKW AMERICAN, INC., 630 Fifth Ave., New York 20, N.Y.

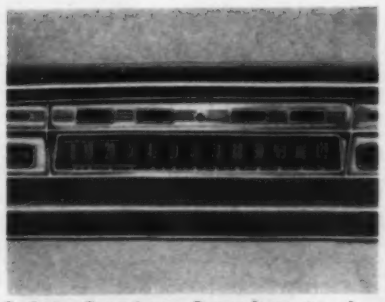
THE MAN WHO SELLS *OLDSmobility* HAS THE GREATEST SAFETY STORY IN THE BUSINESS!



*Dual exhaust system illustrated, optional at extra cost.

Protection starts with Oldsmobile's exclusive Guard-Beam Frame

Oldsmobile salesmen can talk with the knowledge that they're selling a car surrounded with safety—starting from the exclusive Guard-Beam Frame, right up to the driver's seat itself! Oldsmobile has been a pioneer in safety features, introducing many safety innovations. Safety door latches, padded dash, power brakes, power steering, Vista-Panoramic windshield — these are but a few of the safety features that add up to why Oldsmobile sells so well. Another reason why . . . it's smart to be with Olds!



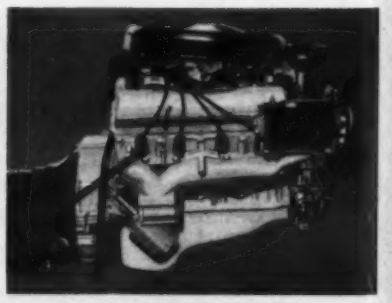
Safety-Spectrum Speedometer lets drivers know their speed range, safely, quickly, with color-keyed signals!

Air-Scoop Brakes scoop in air to cool braking surfaces . . . provide more reliable braking under severe conditions!

Electric Windshield Wipers maintain constant speed to keep windshield clear, don't falter when engine accelerates!

Safety-Built Body By Fisher is designed for maximum strength and rigidity . . . with Safety Plate Glass all around!

Bigger, Safer Tires put more tread on the road for better braking, more even stopping! Safer ride is a plus benefit!



New Rocket Engine response gives safety passing power when you need it . . . economy when you want it!

OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

FIRST

AGAIN

IN AUTOMOTIVE ADVERTISING

And First in New Car Advertising For the 12th Consecutive Year

In 1958 the Post-Gazette again led the daily newspaper field in automotive advertising in Pittsburgh with a total of 842,-063 lines.

Over half of this total—472,000 lines—came from new car advertisers. This put the Post-Gazette ahead in the daily field in Pittsburgh and it marked the twelfth straight year that the Post-Gazette had led in new car advertising.

Automotive advertisers know that the Post-Gazette offers both adequate coverage of the City Zone and the best coverage of the 192 towns in the market with more than 500 car registrations.

For your share of the *whole* Pittsburgh market—the nation's eighth largest—choose the fastest growing newspaper, the Pittsburgh Post-Gazette.

THE PITTSBURGH POST-GAZETTE

Represented Nationally by Moloney, Regan & Schmitt

There's a change for the better in tires

Golden Caprolan is a new kind of nylon yarn. Created and engineered by Allied Chemical, *Golden Caprolan* is helping to make tires for trucks, busses, tractors, automobiles and airplanes better and safer than ever before.

A new high level of heat stability—engineered to resist deterioration resulting from high running temperatures—plus excellent flex-life imparts extra safety to modern tires.

Light, yet strong and flexible, marine rope, high-strength webbings, nets, braids, conveyor belts and industrial threads all may be improved through the use of high tenacity Caprolan.

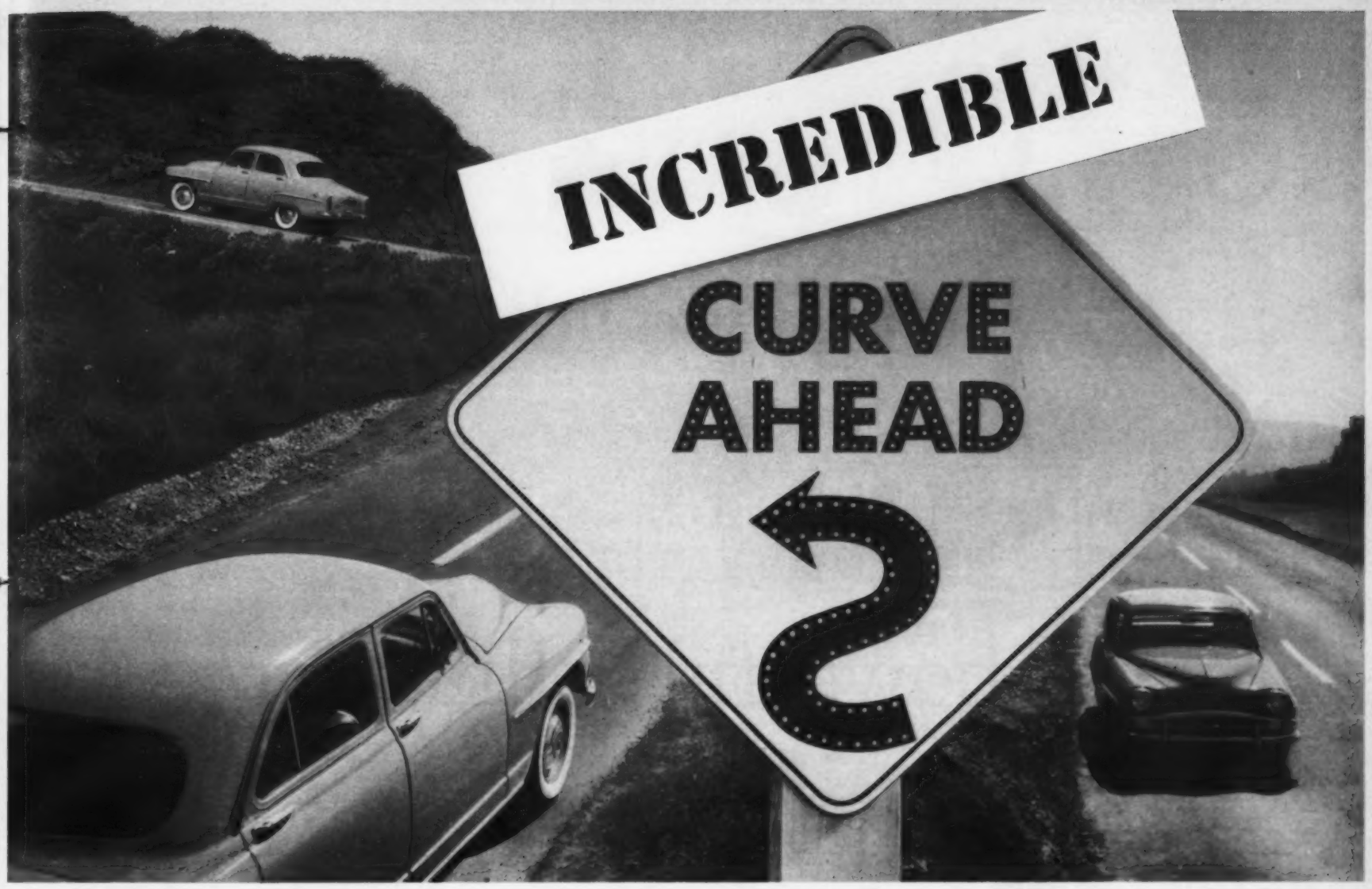
Also, Caprolan textile yarns are performing superbly in scores of automotive and home furnishings fabrics. If you're looking for a change for the better in your products, write today for the facts about

caprolan®

THE NYLON FIBER BY ALLIED CHEMICAL

Fiber Sales & Service Allied Chemical *National Aniline Division*
261 Madison Avenue, New York 16, N. Y.

Allied makes the Caprolan fiber—not the tires



It happens every month. The SIMCA sales curve takes another sharp turn for the better. And the sales curves of other leading imported cars follow a similar pattern. Why?

Because there's a new kind of car buyer in America today. The kind who realizes the product advantages in an imported economy car. SIMCA dealers of Chrysler Motors Corporation are in the vanguard of those automotive men who have recognized this new market, and are doing something about it!

And with SIMCA they really have a car to sell. The car is the longest, widest, heaviest, and most powerful of all leading economy imports. A real car, with the matchless road stability of a front-mounted engine and perfectly balanced design. And SIMCA cars are priced right. They carry more built-in "extras" as standard equipment. There are more models available, too.

What's the forecast for the future? Continued prosperity! It's going to get better all the time. For while current models will continue to be available, new SIMCAs will be *added*. New, racy hardtops and high-styled economy cars will join the array of 5-passenger SIMCAs, sports models, and 6-passenger luxury automobiles.

It's the widest variety of cars in the whole import picture. For the price, certainly the finest. And the giant parts and service networks of MoPar and Chryco are far and away the best in the import business. What does all this add up to? To an incredible sales curve ahead for SIMCA dealers, that's what!

SIMCA CHATELAINE WAGON

SIMCA OCEANE CONVERTIBLE

SIMCA PLEIN CIEL HARDTOP

SIMCA SUPER DELUXE SEDAN

SIMCA DELUXE SEDAN

And Even More SIMCAs to Come

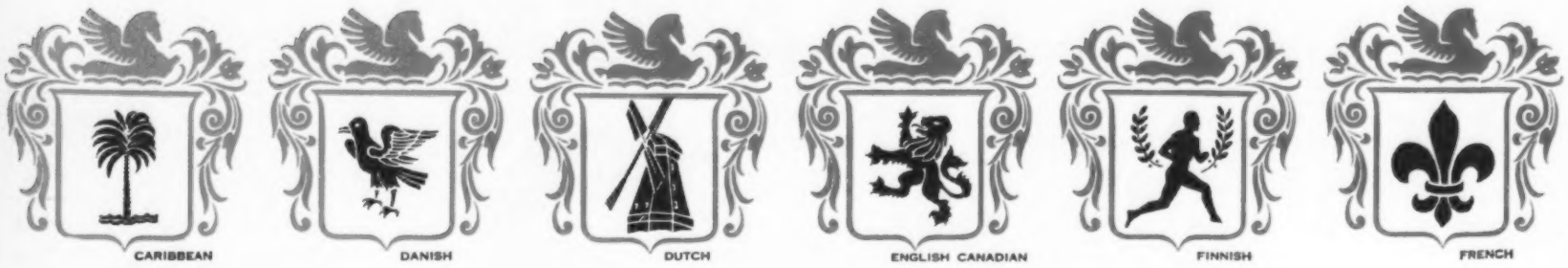
SIMCA

IMPORTED FROM PARIS BY CHRYSLER

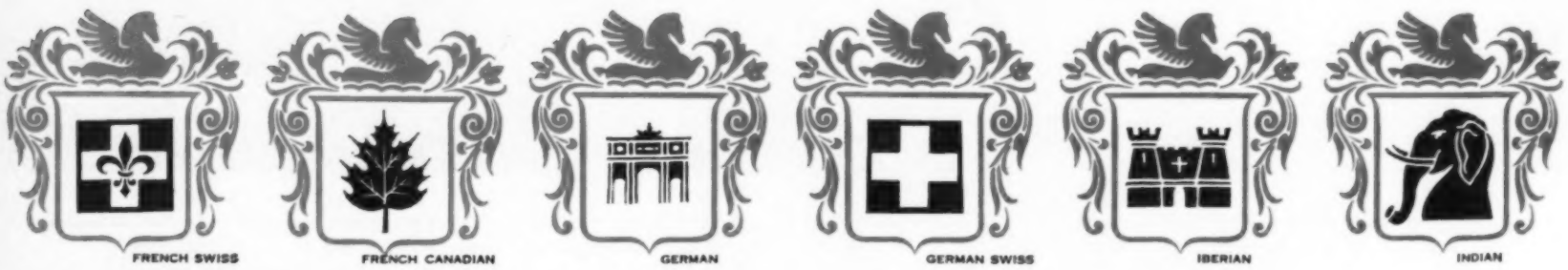
SALES, PARTS AND SERVICE THROUGHOUT AMERICA • OVERSEAS DELIVERY, TOO
SIMCA SALES OFFICE, CHRYSLER MOTORS CORPORATION • DETROIT 31, MICHIGAN
IN CANADA: SIMCA SALES OFFICE, CHRYSLER CORPORATION OF CANADA, LTD., WINDSOR, ONTARIO

Prices start at $1698, East and Gulf Coast ports of entry. Inland freight and local taxes extra.

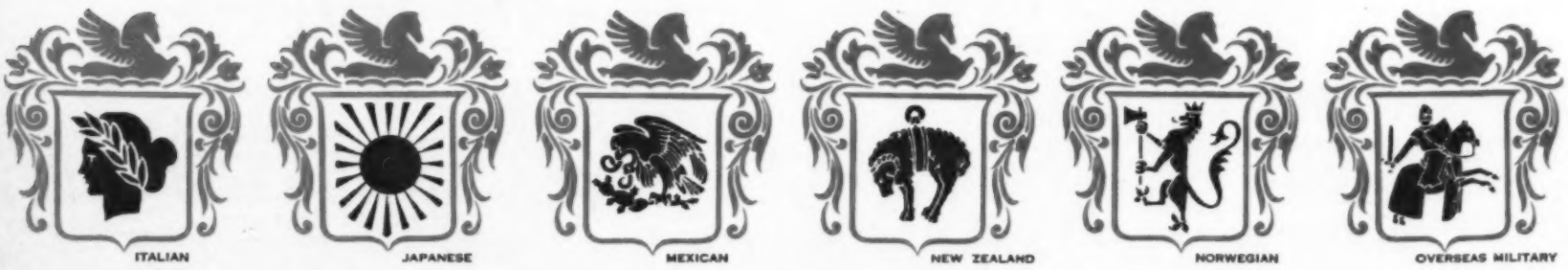
The world's



most powerful selling force



is local wherever it goes



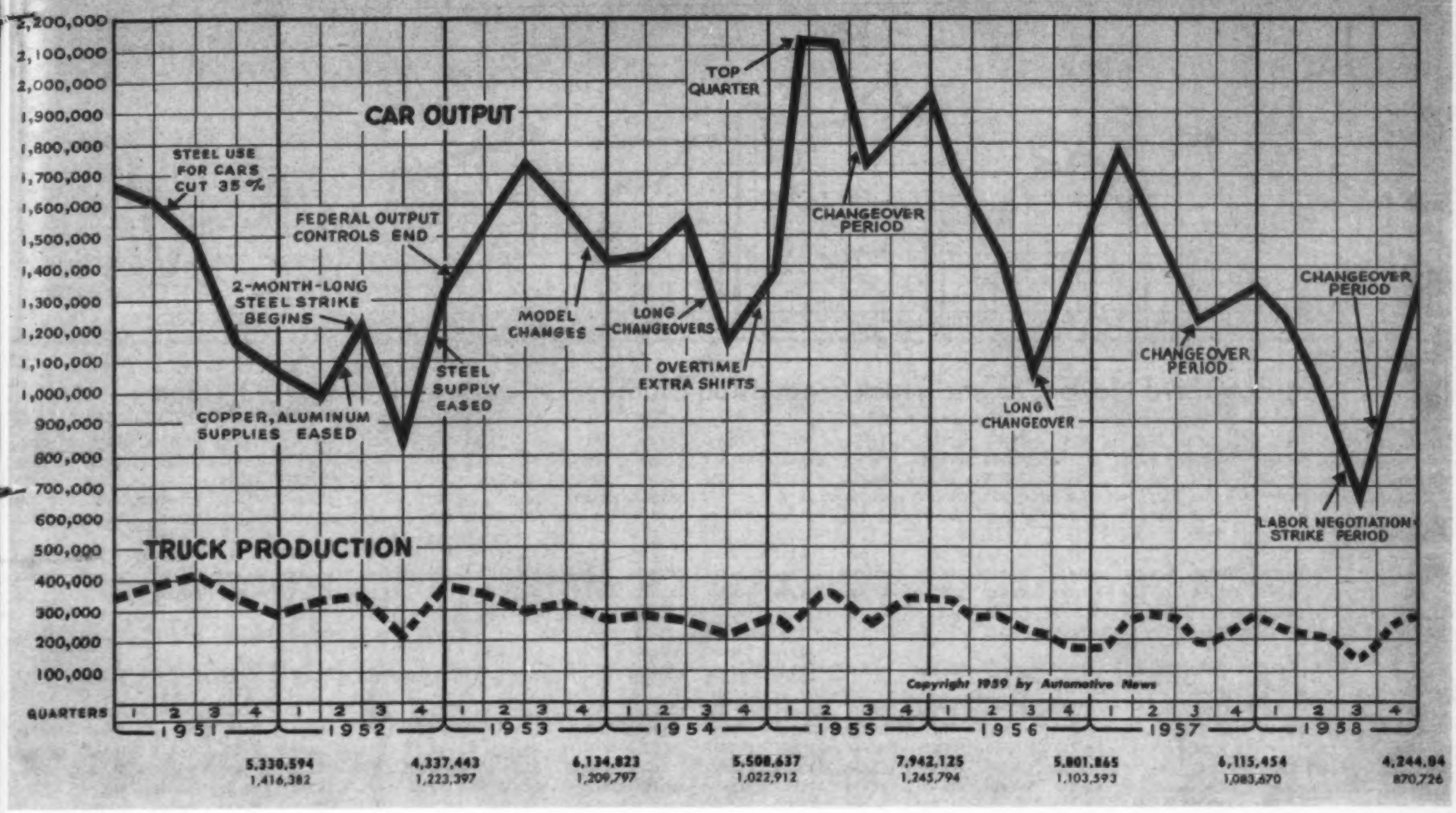
...30 editions in 13 languages

People have faith in

Reader's Digest

Bought by more than 20,000,000 people around the world each month

Auto Production—Ups and Downs, 1951-'58



1958 Cars—U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEPTEMBER	NINE MONTH TOTAL	OCTOBER	NOVEMBER	DECEMBER	TOTAL, 1958 OUTPUT
AMERICAN MOTORS	16,311	14,872	10,000	41,183	14,349	18,999	18,281	92,812	18,038	3,062	19,141	133,053	26,124	26,571	31,584	217,332
Rambler	16,311	14,872	10,000	41,183	14,349	18,999	18,281	92,812	18,038	3,062	19,141	133,053	26,124	26,571	31,584	217,332
CHRYSLER CORP.	59,918	42,310	55,422	157,650	51,863	50,440	56,290	316,243	54,102	21,026	28,890	420,261	57,144	62,944	40,895	581,244
Chrysler	6,281	4,181	4,908	15,370	4,630	5,615	4,630	30,245	5,300	45	1,247	36,837	3,870	4,833	3,973	49,513
DeSoto	3,664	3,376	3,836	10,876	2,583	2,409	3,999	19,867	3,089	95	2,607	25,658	3,683	4,492	2,723	36,556
Dodge	9,520	6,453	9,813	25,786	9,592	9,301	11,462	56,141	10,115	2,037	8,923	77,216	15,644	14,226	7,120	114,206
Imperial	1,869	1,158	1,610	4,637	1,275	990	716	7,618	712	117	295	8,742	1,300	1,609	2,022	13,673
Plymouth	38,584	27,142	35,255	100,981	33,783	32,125	35,483	202,372	34,886	18,732	15,818	271,808	32,647	37,784	25,057	367,296
FORD MOTOR	135,626	111,549	90,506	337,681	80,231	91,003	82,099	591,014	82,558	85,946	14,479	773,997	112,962	158,810	173,653	1,219,422
Edsel	1,733	1,103	1,224	4,060	1,216	1,172	496	6,944	596	963	101	8,604	4,673	5,473	7,813	26,563
Ford	118,261	95,701	75,006	288,968	69,314	75,650	71,043	504,975	72,878	71,021	13,856	662,730	102,121	133,583	140,126	1,038,560
Lincoln	3,217	3,435	2,998	9,650	1,949	1,825	1,409	14,833	1,185	1,174	522	17,714	1,775	2,772	3,610	25,871
Mercury	12,415	11,310	11,278	35,003	7,752	12,356	9,151	64,262	7,899	12,788	.....	84,949	4,393	16,982	22,104	128,428
GENERAL MOTORS	274,865	220,767	197,029	692,661	166,778	185,794	176,986	1,222,219	162,795	70,296	67,615	1,522,925	56,773	255,547	333,933	2,169,178
Buick	36,463	24,735	20,389	81,587	17,763	17,578	16,183	133,111	.....	7,257	21,583	161,951	13,379	38,007	43,787	257,124
Cadillac	13,459	12,807	12,786	39,052	13,518	12,875	11,606	77,051	11,825	634	3,205	92,715	1,151	14,368	17,267	125,501
Chevrolet	151,817	124,899	117,150	393,866	93,612	113,637	111,371	712,486	111,188	61,872	20,861	906,407	24,984	136,138	188,406	1,255,935
Oldsmobile	40,652	34,417	27,862	102,931	26,552	26,074	23,829	179,386	23,292	498	14,132	217,308	10,687	37,183	45,617	310,795
Pontiac	32,474	23,909	18,842	75,225	15,333	15,630	13,997	120,185	16,490	35	7,834	144,544	6,572	29,851	38,856	219,823
S-P CORP.	2,795	2,634	4,091	9,520	3,373	3,377	3,790	20,060	3,524	117	335	24,036	8,698	10,280	13,855	56,869
Packard	428	376	323	1,127	170	102	147	1,546	199	.....	.....	1,745	.....	.....	.....	1,745
Studebaker	2,367	2,258	3,768	8,393	3,203	3,275	3,643	18,514	3,325	117	335	22,291	8,698	10,280	13,855	55,124
Total Cars, U. S.	489,515	392,132	357,048	1,238,695	316,594	349,613	337,446	2,242,348	321,017	180,447	130,460	2,874,272	261,701	514,152	593,920	4,244,045

Automotive News Estimates

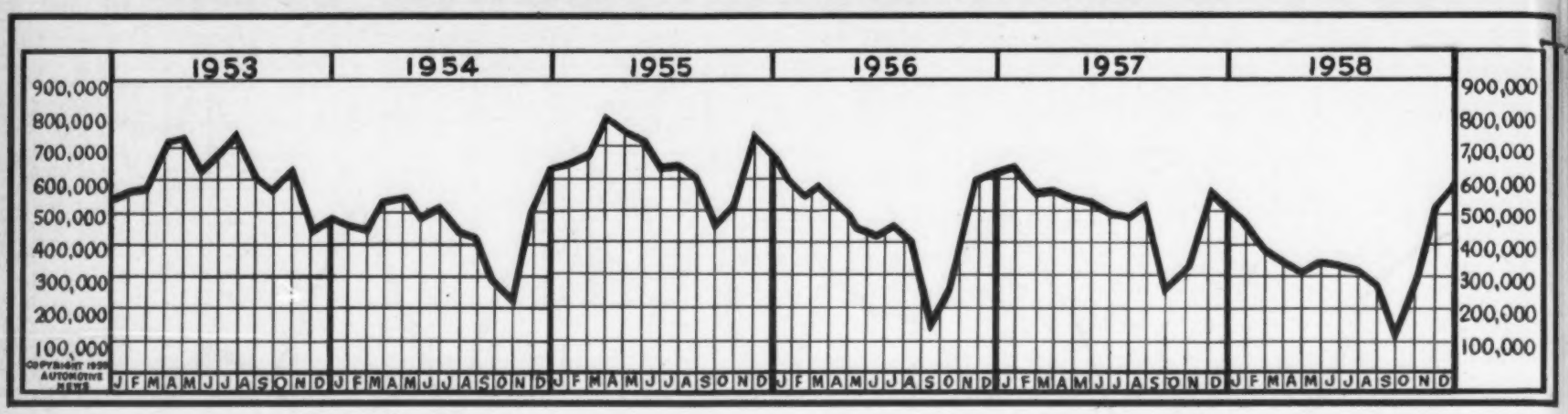
1958 Trucks—U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEPTEMBER	NINE MONTH TOTAL	OCTOBER	NOVEMBER	DECEMBER	TOTAL, 1958 OUTPUT
CHEVROLET	25,584	23,267	26,214	75,065	25,710	24,555	23,898	149,228	22,769	11,460	13,324	196,781	10,044	33,472	38,318	278,615
DIAMOND T	479	473	447	1,399	464	436	511	2,810	336	388	570	4,104	652	524	737	6,017
DIVCO	254	248	244	746	261	218	180	1,405	147	190	270	2,012	339	234	242	2,827
DODGE	4,613	4,474	4,280	13,367	5,287	5,971	5,712	30,337	5,893	2,494	1,996	40,720	4,818	6,037	7,093	58,668
FORD	23,396	18,942	17,585	59,923	18,079	20,356	17,548	115,906	15,612	16,967	7,266	155,751	29,649	30,891	26,599	242,890
GMC	5,805	5,280	5,445	16,530	5,419	5,188	4,733	31,870	4,708	4,108	3,405	44,091	3,232	7,292	7,153	61,768
INTERNATIONAL	11,763	9,570	6,673	28,006	7,884	6,818	6,160	48,868	6,182	6,069	7,860	68,979	7,297	3,964	973	81,213
MACK**	1,218	1,312	1,309	3,839	1,377	1,187	1,212	7,615	1,230	1,205	1,052	11,102	830	1,075	1,301	14,308
STUDEBAKER	754	1,027	1,077	2,858	1,066	858	902	5,684	439	372	453	6,948	1,079	974	1,562	10,563
WHITE*	1,741	1,534	1,493	4,768	1,520	1,382	1,223	8,893	954	1,123	1,365	12,335	1,914	1,440	1,714	17,403
WILLYS	6,429	6,901	6,912	20,242	7,060	6,825	7,034	41,161	8,632	5,079	9,383	64,255	9,856	8,960	9,256	92,327
MISCELLANEOUS***	270	237	269	776	402	429	418	2,025	417	376	383	3,201	339	301	322	4,163
Total Trucks, U. S.	82,306	73,265	71,948	227,519	74,529	74,223	69,531	445,802	67,319	49,831	47,327	610,279	70,049	95,164	95,270	870,762

* Autocar, Freightliner, Reo and Sterling are included in White totals.
** Brockway included in Mack totals.
*** Miscellaneous includes Corbitt, Marmon-Herrington, Federal, Four Wheel Drive, etc.

Automotive News Estimates

Car Production Horizons—1953-1958



Automotive News Car and Truck Production Estimates, Makes and Years, 1937-1958

	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1942	1941*	1940*	1939*	1938*	1937*
Buick	407,271	535,364	781,296	531,463	485,353	321,048	404,695	552,827	398,482	275,504	267,830	156,080	2,482	16,402	316,251	311,403	231,219	180,456	232,648
Cad.-LaSalle	153,236	140,873	153,334	123,746	103,538	96,851	103,272	110,535	81,545	66,209	59,436	28,444	1,142	2,874	58,526	41,704	38,506	28,285	44,736
Chevrolet†	1,874,275	1,974,512	2,223,341	1,739,874	1,839,132	1,210,100	1,544,216	2,015,158	1,493,501	1,165,678	1,031,338	667,250	94,815	45,180	1,295,952	1,130,518	931,669	694,188	1,189,779
Chrysler	118,733	95,356	162,312	101,743	160,410	120,678	162,916	164,697	141,241	118,937	109,415	77,075	367	6,028	136,325	123,311	72,284	49,936	126,260
Continental	444	1,325	1,231	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Crosley†	.....	.....	.....	.....	.....	1,694	5,598	8,121	9,707	32,637	26,182	5,008	.....	1,029	2,289	422	2,017	.....	.....
DeSoto	117,747	104,090	129,767	69,844	129,963	97,558	120,412	126,664	105,846	93,591	80,427	62,431	947	4,196	93,575	88,680	58,465	38,076	92,040
Dodge†	368,987	297,230	408,656	246,647	398,962	422,390	488,360	454,418	444,746	412,687	394,729	285,581	42,189	11,863	357,608	297,829	244,238	169,632	379,626
Edsel	54,687	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ford†	1,859,532	1,670,850	2,138,421	1,697,558	1,501,335	1,014,284	1,218,115	1,532,920	1,085,783	850,856	849,497	572,116	92,589	32,307	922,984	805,960	746,887	561,554	1,095,984
Frazer	.....	.....	.....	.....	.....	.....	.....	10,217	6,461	59,193	72,025	.....	.....	.....	.....	.....	.....	.....	.....
Hudson	1,345	7,182	26,623	31,566	76,331	76,348	93,327	143,006	142,462	143,697	103,780	94,312	5,047	6,476	79,529	87,900	82,161	56,280	102,362
Imperial	37,946	12,130	13,727	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser**	.....	.....	1,021	5,818	21,987	75,292	99,118	136,694	51,534	122,123	72,465	.....	.....	.....	.....	.....	.....	.....	.....
Lincoln	37,426	47,670	39,995	35,733	41,962	31,992	25,387	35,485	33,132	43,688	29,275	13,477	569	1,276	18,401	27,378	21,565	19,722	34,645
Mercury	274,827	246,629	434,911	256,730	320,369	195,261	238,854	334,081	203,339	154,702	124,612	70,946	2,848	4,426	104,308	93,472	89,235	18,682	.....
Nash	3,561	17,842	51,315	62,611	135,394	152,141	160,859	189,543	142,592	118,621	113,315	98,769	6,148	5,500	79,535	64,256	65,859	32,017	87,987
Oldsmobile	390,091	432,904	643,460	433,810	319,414	228,452	285,634	396,757	282,885	194,755	191,418	114,674	3,498	11,753	233,110	216,255	160,551	96,671	217,789
Packard	5,495	13,432	69,667	27,583	81,400	62,989	76,075	72,098	104,593	98,898	52,273	42,102	2,977	5,771	72,877	76,927	76,366	50,260	108,553
Plymouth†	655,526	452,958	742,991	399,900	662,515	474,836	621,013	569,871	574,447	375,803	353,689	239,824	2,265	25,184	500,383	549,832	381,070	313,106	526,066
Pontiac	343,298	332,268	581,860	370,887	414,011	277,156	343,795	467,655	333,955	253,469	223,015	131,538	5,606	14,358	278,581	239,402	169,320	104,795	232,648
Rambler	109,178	79,166	83,852	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Studebaker†	76,768	97,095	131,679	100,604	218,080	220,160	274,384	318,468	291,875	234,004	191,451	120,763	1,309	8,834	133,855	124,272	111,552	52,605	91,317
Willys†	68,295	65,579	83,700	86,375	129,146	168,216	125,022	86,958	82,847	137,332	119,473	77,988	1,824	1,944	29,300	26,578	24,372	24,083	73,928
Miscellaneous†	240,536	281,003	284,758	209,057	305,315	513,394	355,924	276,260	239,015	323,908	327,994	15,405	4,321	476	395,603	386,239	225,272	165,429	380,197
TOTAL†	7,199,124	6,905,458	9,187,917	6,531,549	7,344,617	5,560,840	6,746,976	8,002,433	6,249,988	5,276,292	4,793,639	2,873,783	270,943	205,877	5,108,992	4,692,338	3,732,608	2,655,777	5,016,565

* Includes Canadian output. ** Includes Henry J. † Includes trucks. (1945 totals include civilian truck output only.)

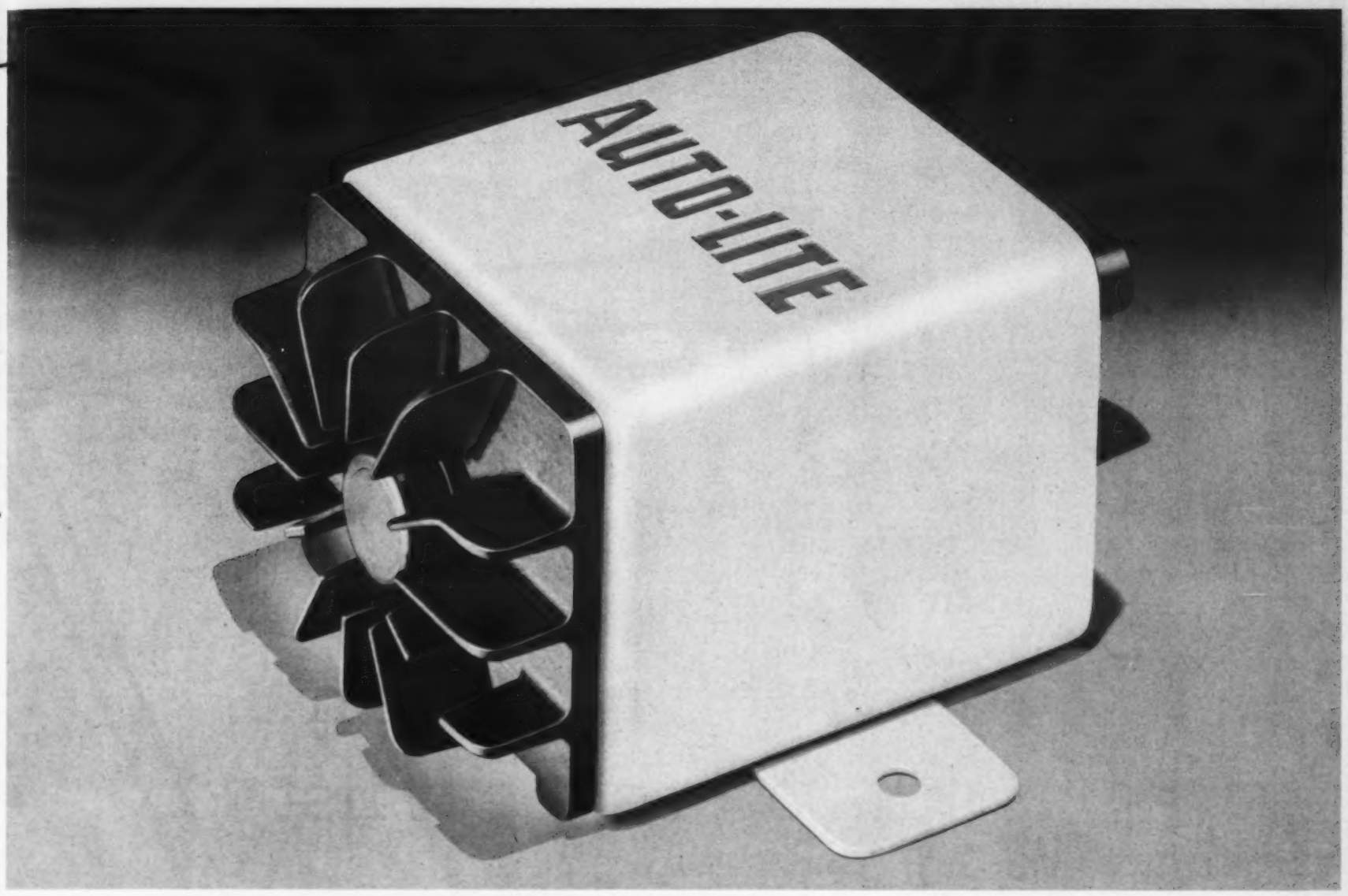
1958 Car and Truck Production Figures By Make Are on Page 19.

New Commercial Car Registrations, 1949-1958, Showing Percentage Of Each State to Total Registration

STATES	1958 Registrations*	% of Total	1957 Registrations	% of Total	1956 Registrations	% of Total	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	14,293	1.97	17,368	2.02	18,006	2.01	21,652	2.26	17,247	2.08	19,653	2.11	17,721	2.18	23,294	2.32	25,187	2.20	21,674	2.25	19,610	2.14
Arizona	8,427	1.16	9,680	1.13	8,272	.93	8,916	.93	7,324	.88	7,160	.77	6,611	0.81	7,079	.71	6,980	.61	5,744	.60	7,619	.85
Arkansas	11,421	1.57	13,950	1.63	15,805	1.77	16,669	1.74	16,102	1.94	18,357	1.97	16,890	2.08	20,617	2.05	24,086	2.11	21,969	2.28	17,588	1.92
California	72,651	10.01	91,990	10.72	92,374	10.33	88,376	9.23	63,966	7.72	69,345	7.45	58,661	7.22	63,284	6.30	66,685	5.84	55,036	5.72	72,238	8.05
Colorado	11,922	1.64	12,395	1.44	11,165	1.25	12,759	1.33	10,342	1.25	11,180	1.20	10,892	1.34	12,669	1.26	15,101	1.32	12,569	1.30	12,099	1.33
Connecticut	6,564	.90	7,800	.91	9,458	1.06	9,071	.95	7,487	.90	8,214	.88	7,324	0.90	8,229	.82	9,199	.81	7,212	.75	8,056	.89
Delaware	2,266	.31	2,590	.30	2,696	.30	3,449	.36	2,527	.30	2,734	.29	2,383	0.29	2,748	.27	3,076	.27	2,867	.30	2,734	.30
Florida	23,434	3.23	27,329	3.19	27,210	3.04	28,160	2.94	22,072	2.66	23,340	2.51	19,980	2.46	22,499	2.24	24,686	2.16	19,769	2.06	23,848	2.65
Georgia	17,585	2.42	21,664	2.53	25,233	2.82	26,879	2.81	24,601	2.98	23,441	2.52	21,464	2.64	29,549	2.94	33,464	2.93	27,354	2.84	25,123	2.74
Idaho	6,149	.85	6,424	.75	6,260	.70	6,849	.72	5,976	.72	7,607	.82	6,612	0.81	8,036	.80	8,387	.73	8,091	.84	7,039	.77
Illinois	30,916	4.26	35,460	4.13	37,191	4.16	39,786	4.16	37,376	4.51	43,436	4.67	34,479	4.25	45,205	4.50	50,681	4.44	51,130	5.32	40,566	4.44
Indiana	17,979	2.48	23,755	2.77	25,421	2.84	28,976	3.03	24,212	2.92	29,108	3.13	21,374	2.63	29,736	2.96	32,453	2.84	26,062	2.71	25,908	2.83
Iowa	14,986	2.06	14,060	1.64	13,603	1.52	16,770	1.75	18,308	2.21	20,190	2.17	15,914	1.96	22,231	2.21	27,722	2.43	25,823	2.68	18,962	2.06
Kansas	14,334	1.98	13,319	1.55	13,534	1.51	16,616	1.74	16,371	1.97	18,277	1.96	18,108	2.23	19,522	1.94	21,599	1.89	22,234	2.31	17,392	1.91
Kentucky	11,337	1.56	14,844	1.73	15,131	1.69	16,297	1.70	15,658	1.89	18,525	1.99	15,634	1.93	18,897	1.88	24,307	2.13	21,116	2.20	17,175	1.87
Louisiana	17,000	2.34	21,234	2.48	20,161	2.25	21,781	2.28	18,539	2.24	19,795	2.13	15,714	1.93	19,467	1.94	20,573	1.80	18,684	1.94	19,295	2.13
Maine	4,580	.63	5,230	.61	6,045	.68	6,198	.65	5,023	.61	5,559	.60	5,216	0.64	5,624	.56	7,030	.62	6,032	.63	5,634	.59
Maryland	8,679	1.20	10,548	1.23	11,293	1.26	11,267	1.18	9,881	1.19	11,199	1.20	9,586	1.18	11,187	1.11	12,547	1.10	9,954	1.03	10,614	1.17
Massachusetts	9,705	1.34	12,318	1.44	16,869	1.89	13,879	1.45	12,530	1.52	12,291	1.32	12,974	1.60	14,697	1.46	18,279	1.60	12,698	1.32	13,624	1.49
Michigan	23,187	3.19	31,050	3.62	34,987	3.91	41,034	4.29	34,776	4.19	40,795	4.39	33,711	4.15	40,938	4.08	47,241	4.14	35,257	3.67	36,298	3.96
Minnesota	14,381	1.98	16,393	1.91	16,579	1.85	17,526	1.83	17,223	2.08	19,054	2.05	16,404	2.02	20,044	2.00	26,554	2.32	22,555	2.34	18,671	2.04
Mississippi	11,759	1.62	14,019	1.63	16,504	1.85	19,385	2.03	18,180	2.19	18,374	1.98	16,054	1.98	20,524	2.04	21,424	1.88	18,663	1.94	17,489	1.91
Missouri	20,340	2.80	21,557	2.51	22,910	2.56	25,674	2.68	23,498	2.83	29,067	3.13	22,582	2.78	33,461	3.33	38,586	3.37	31,915	3.32	26,959	2.93
Montana	6,379	.88	7,162	.83	7,332	.82	8,478	.89	7,201	.87	8,001	.86	7,664	0.94	8,866	.88	10,102	.88	9,714	1.01	8,090	.89
Nebraska	9,955	1.37	9,093	1.06	8,317	.93	11,707	1.22	11,571	1.40	13,123	1.41	13,115	1.62	16,922	1.69	18,130	1.59	17,030	1.77	12,896	1.41
Nevada	2,522	.35	3,044	.35	3,111	.35	2,634	.27	2,161	.26	2,130	.23	1,841	0.23	1,874	.19	1,781	.16	1,788	.19	2,289	.26
New Hampshire	2,817	.39	3,372	.39	3,798	.42	3,282	.34	2,899	.35	2,924	.31	2,711	0.33	3,249	.32	3,714	.33	3,147	.33	3,191	.35
New Jersey	18,023	2.48	21,923	2.55	22,464	2.51	22,826	2.38	21,047	2.54	23,500	2.53	18,783	2.31	24,870	2.48	27,549	2.42	23,158	2.41	22,414	2.46
New Mexico	8,418	1.16	10,088	1.18	8,480	.95	8,597	.90	7,059	.85	6,428	.69	5,885	0.72	6,501	.65	8,797	.77	7,446	.77	7,770	.86
New York	37,549	5.17	46,229	5.39	49,602	5.55	50,720	5.30	41,352	4.99	47,704	5.13	41,788	5.15	49,840	4.96	57,800	5.06	47,784	4.97	47,038	5.17
North Carolina	17,898	2.47	21,065	2.46	23,118	2.59	25,181	2.63	22,130	2.67	26,685	2.87	23,696	2.92	29,093	2.90	31,904	2.79	27,551	2.86	24,833	2.72
North Dakota	4,817	.66	5,182	.60	4,818	.54	5,021	.52	5,221	.63	6,128	.66	5,932	0.73	7,252	.72	7,632	.67	9,690	1.01	6,169	.67
Ohio	27,690	3.81	36,662	4.27	38,921	4.35	42,315	4.42	35,857	4.32	42,510	4.57	36,090	4.44	45,467	4.53	52,741	4.62	39,886	4.15	39,824	4.35
Oklahoma	16,749	2.31	17,698	2.06	17,266	1.93	20,205	2.11	18,656	2.25	22,257	2.39	18,750	2.31	22,270	2.22	27,332	2.39	23,677	2.46	20,486	2.24
Oregon	11,035	1.52	13,481	1.57	15,369	1.72	15,859	1.66	11,941	1.44	13,415	1.44	12,712	1.57	14,636	1.46	15,223	1.33	12,865	1.34	13,654	1.51
Pennsylvania	33,408	4.60	40,336	4.70	43,689	4.88	45,452	4.75	38,654	4.66	47,965	5.16	40,949	5.04	53,383	5.33	61,473	5.38	46,306	4.81	45,162	4.93
Rhode Island	2,964	.41	3,203	.37	3,103	.35	3,155	.33	2,444	.29	2,662	.29	2,384	0.29	2,926	.29	3,825	.33	3,479	.36	3,015	.33
South Carolina	7,634	1.05	8,881	1.03	10,102	1.13	10,113	1.06	9,832	1.19	12,397	1.33	12,151	1.50	14,794	1.47	13,922	1.22	12,148	1.26	11,197	1.22
South Dakota	5,559	.77	5,127	.60	4,788	.54	5,131	.54	4,908	.59	5,465	.59	5,485	0.68	6,980	.70	7,522	.66	8,074	.84	5,904	.65
Tennessee	13,455	1.85	15,826	1.85	17,293	1.93	18,736	1.96	18,258	2.20	20,881	2.24	18,117	2.23	21,854	2.18	33,279	2.91	26,682	2.77	20,438	2.21
Texas	64,942	8.94	72,364	8.43	70,443	7.88	80,756	8.44	72,059	8.69	74,857	8.05	68,793	8.48	88,701	8.84	99,053	8.67	71,650	7.46	76,362	8.39
Utah	5,038	.69	5,486	.64	5,295	.59	5,541	.58	4,429	.53	4,748	.51	4,944	0.61	5,743	.58	6,263	.55	5,756	.60	5,324	.59
Vermont	2,524	.35	2,960	.34	3,312	.37	3,030	.32	2,514	.30	2,705	.29	2,527	0.31	2,693	.27	3,001	.26	3,458	.36	2,872	.32
Virginia	13,805	1.90	18,101	2.11	19,304	2.16	20,272	2.12	17,373	2.10	17,685	1.90	18,315	2.26	22,082	2.20	24,541	2.15	21,648	2.25	19,313	2.12
Washington	11,275	1.55	14,082	1.64	15,398	1.72	15,770	1.65	12,480	1.50	13,718	1.47	11,632	1.43	14,141	1.41	15,201	1.33	14,048	1.46	13,775	1.52
West Virginia	7,490	1.03	9,224	1.08	9,414	1.05	9,936	1.04	7,130	.86	9,724	1.05	7,929	0.98	11,052	1.10	11,558	1.01	10,451	1.09	9,391	1.03
Wisconsin	13,918	1.92	15,777	1.84	16,448	1.84	16,969	1.77	16,329	1.97	18,794	2.02	16,745	2.06	21,185	2.12	25,076	2.19	22,596	2.36	18,384	2.01
Wyoming	4,080	.56	4,414	.52	4,048	.45	4,740	.49	4,190	.51	4,477	.48	4,440	0.55	5,069	.50	5,932	.52	4,567	.47	4,596	.51
Dist. of Col.	2,235	.31	2,328	.27	2,426	.27	2,606	.27	2,187	.26	2,728	.29	2,433	0.30	2,870	.29	3,109	.27	2,954	.31	2,588	.28
TOTAL	726,074	100%	858,085	100%	894,366	100%	957,001	100%	829,101	100%	930,312	100%	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	911,516	100%

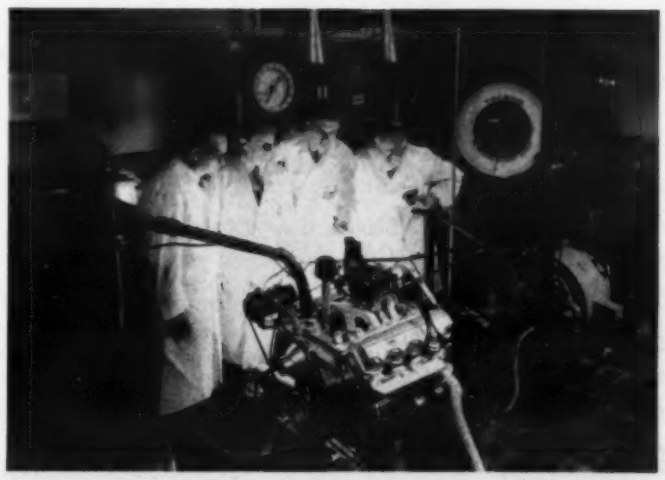
* 1958 figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

THE WORLD'S FIRST TRANSISTORIZED IGNITION



Auto-Lite transistorized ignition. Patent applied for.

ANOTHER REVOLUTIONARY ADVANCE BY AUTO-LITE RESEARCH



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The Auto-Lite transistorized ignition system is the system of the future . . . one of the major achievements of modern ignition engineering. It lifts voltage limitations imposed by conventional systems for fifty years; supplies a higher constant voltage throughout the entire engine speed range. And the transistorized system is unequalled in reliability . . . contacts last a lifetime without bluing, without electrical erosion.

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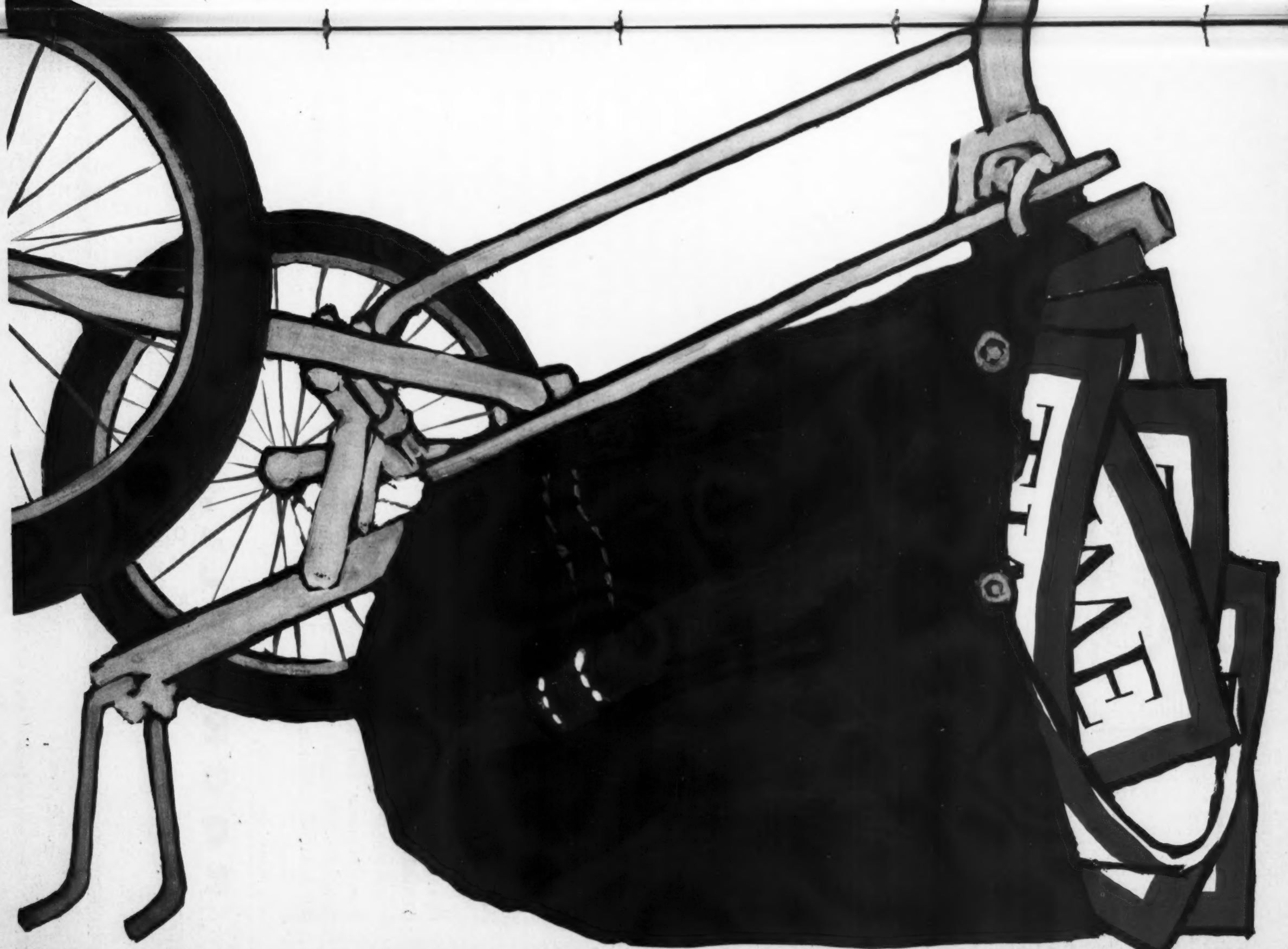
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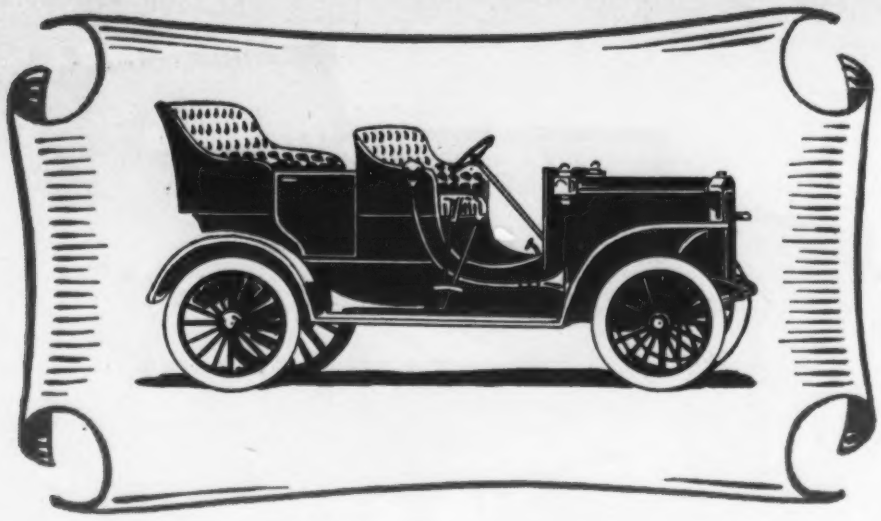


A lot has happened in our first 50 years

Come take a look with us over the 50-year span since our beginnings in 1909. 123,990 passenger cars were built that year—3,297 trucks. Electric lights for automobiles came in the year before. The self-starter—3 years later.

Wherever automobiles traveled, the countryside rang with cries of "get a horse," "your trolley's off, mister," whenever luck went bad with a courageous motorist. A gas station was anything from a grocery store to a blacksmith shop. And a good car was of necessity a good "mudder."

In this fifty years—literally hundreds of names of automobiles have flashed across the horizon, enjoyed brief success, and disappeared.

Remember Ajax, Apperson, Case, Chandler, Cole, Duquesne, Earl, Kissel, Marmon, Ruggles, Saxon, Velie, Whippet? Memories—all but lost in this dynamic, demanding half-century.

Rockwell-Standard was born with those in this vast industry who challenged the many who had "open mouths and closed minds." We have grown through these 50 years because we have shared in the vision and progress that have characterized the industry since men of great courage dreamed the dream of today's automotive miracle.

As we celebrate our half-century mark, and look forward with eagerness and optimism to our future, we view the achievements of the past with gratitude and no little humility.

50 years is a long time—but years need not necessarily mean age. When progress is the ideal, a business retains the vitality of youth—and moves forward aggressively with the years.

In management, in research, in engineering, in plant, in financial soundness, we are equipped to face the challenge of the next 50.

ROCKWELL-STANDARD
CORPORATION
GENERAL OFFICES: CORAOPOLIS, PENNSYLVANIA

ROCKWELL R STANDARD ®

Factory Sales and Wholesale Value—U. S. Plants

	PASSENGER CARS Number	PASSENGER CARS Value	MOTOR TRUCKS & BUSES Number	MOTOR TRUCKS & BUSES Value	TOTAL Number	TOTAL Value
1900	4,192	$ 4,899,443	.....	$	4,192	$ 4,899,443
1901	7,000	8,183,000	.....	.....	7,000	8,183,000
1902	9,000	10,395,000	.....	.....	9,000	10,395,000
1903	11,235	13,000,000	.....	.....	11,235	13,000,000
1904	22,130	23,357,692	700	1,272,747	22,830	24,630,439
1905	24,250	38,670,000	750	1,330,000	25,000	40,000,000
1906	33,200	61,460,000	800	1,440,000	34,000	62,900,000
1907	43,000	91,620,000	1,000	1,780,000	44,000	93,400,000
1908	63,500	135,250,000	1,500	2,550,000	65,000	137,800,000
1909	123,990	159,765,721	3,297	5,333,683	127,287	165,099,404
1910	181,000	215,340,000	6,000	9,660,000	187,000	225,000,000
1911	199,319	225,000,000	10,681	21,000,000	210,000	246,000,000
1912	356,000	335,000,000	22,000	43,000,000	378,000	378,000,000
1913	461,500	399,902,000	23,500	44,000,000	485,000	443,902,000
1914	548,139	420,838,378	24,900	44,219,096	573,039	465,057,474
1915	895,930	575,978,000	74,000	125,800,000	969,930	701,778,000
1916	1,525,578	921,378,000	92,130	161,000,000	1,617,708	1,082,378,000
1917	1,745,792	1,053,505,781	128,157	220,982,668	1,873,949	1,274,488,449
1918	943,436	801,937,925	227,250	434,168,992	1,170,686	1,236,106,917
1919	1,651,625	1,365,395,415	224,731	371,422,820	1,876,356	1,736,818,235
1920	1,905,560	1,809,170,963	321,789	423,249,410	2,227,349	2,232,420,373
1921	1,468,067	1,038,191,037	148,052	166,070,810	1,616,119	1,204,261,847
1922	2,274,185	1,494,513,991	269,991	226,049,658	2,544,176	1,720,563,649
1923	3,624,717	2,196,272,116	409,295	308,537,929	4,034,012	2,504,810,045
1924	3,185,881	1,970,096,559	416,659	318,580,580	3,602,540	2,288,677,139
1925	3,735,171	2,458,370,026	530,659	458,400,277	4,265,830	2,916,770,303
1926	3,692,317	2,607,364,519	608,617	484,823,435	4,300,934	3,092,187,954
1927	2,936,533	2,164,670,891	464,793	420,130,624	3,401,326	2,584,801,515
1928	3,775,417	2,572,599,143	583,342	460,108,903	4,358,759	3,032,708,046
1929	4,455,178	2,790,614,309	881,909	622,533,897	5,337,087	3,413,148,206
1930	2,787,456	1,644,083,152	575,364	390,752,061	3,362,820	2,034,835,213
1931	1,948,164	1,108,246,698	432,262	265,444,618	2,380,426	1,373,691,316
1932	1,103,557	616,860,347	228,303	137,624,157	1,331,860	754,484,504
1933	1,560,599	773,424,963	329,218	175,380,863	1,889,817	948,805,826
1934	2,160,865	1,140,478,174	576,205	326,781,688	2,737,070	1,467,259,862
1935	3,273,874	1,707,836,325	697,367	380,997,330	3,971,241	2,088,833,655
1936	3,679,242	2,014,747,225	782,220	463,719,466	4,461,462	2,478,466,691
1937*	3,929,203	2,240,912,620	891,016	537,314,633	4,820,219	2,778,227,253
1938	2,019,566	1,241,032,295	488,841	329,917,646	2,508,407	1,570,949,941
1939	2,888,512	1,770,231,597	700,377	489,786,701	3,588,889	2,260,018,298
1940	3,717,385	2,370,654,083	754,901	567,820,414	4,472,286	2,938,474,497
1941	3,779,682	2,567,205,996	1,060,820	1,069,799,855	4,840,502	3,637,005,851
1942	222,862	163,813,559	818,662	1,427,456,801	1,041,524	1,591,270,360
1943	139	101,799	699,689	1,451,794,475	699,828	1,451,896,274
1944	610	446,704	737,524	1,700,928,939	738,134	1,701,375,643
1945	69,532	57,254,655	655,683	1,181,955,532	725,215	1,239,210,187
1946	2,148,699	1,979,781,084	940,866	1,043,247,276	3,089,565	3,023,028,360
1947	3,558,178	3,936,017,000	1,239,443	1,731,713,000	4,797,621	5,667,730,000
1948	3,909,270	4,870,423,000	1,376,274	1,880,475,000	5,285,544	6,750,898,000
1949	5,119,466	6,650,857,000	1,134,185	1,394,035,000	6,253,651	8,044,892,000
1950	6,665,863	8,468,137,000	1,337,193	1,707,748,000	8,003,056	10,175,885,000
1951	5,338,435	7,241,275,000	1,426,828	2,323,859,000	6,765,263	9,565,134,000
1952	4,320,794	6,455,114,000	1,218,165	2,319,789,000	5,538,959	8,774,903,000
1953	6,116,948	9,002,580,000	1,206,266	2,089,060,000	7,323,214	11,091,640,000
1954	5,558,897	8,218,094,000	1,042,174	1,660,019,000	6,601,071	9,878,113,000
1955	7,920,186	12,452,871,000	1,249,090	2,020,973,000	9,169,276	14,473,844,000
1956	5,816,109	9,754,971,000	1,104,481	2,077,432,000	6,920,590	11,832,403,000
1957	6,113,344	11,198,000,000	1,107,176	2,083,000,000	7,220,520	13,281,000,000
1958†	4,257,812	8,010,000,000	877,294	1,719,000,000	5,135,106	9,729,000,000
TOTALS	139,888,091	145,618,190,185	31,164,389	40,325,270,984	171,052,480	185,943,461,169

†Preliminary estimate.
NOTES: Passenger car and truck totals, units and value, have been revised for years 1928 to 1939 inclusive, in order to make the classifications of all vehicles comparable with the post-War II years 1946 to date. In addition, some other adjustments have been made making for greater accuracy and comparability in units and value from 1928 to date.
A substantial part of the trucks and buses reported comprises chassis only, without bodies; hence the value of bodies for these chassis is not included.
Federal excise taxes are excluded in all years.
Table above includes sales of military vehicles.
*Beginning with year 1937, standard equipment is included in the values reported.

SOURCE: Automobile Manufacturers' Association.

Production Versus Registrations By Makes for 1958

Passenger Cars

	Total 1958 Production	Percent of Total Production	Percent of Production Registered	Total 1958 Registrations	Percent of Total 1958 Registrations
AMERICAN MOTORS	217,332	5.12	91.30	198,423	4,27
Rambler*	217,332	5.12	91.30	198,423	4.27
CHRYSLER	581,244	13.70	111.39	647,447	13.92
Chrysler	49,513	1.17	118.22	58,532	1.26
DeSoto	36,556	.86	130.92	47,859	1.03
Dodge	114,206	2.69	118.63	135,481	2.91
Imperial	13,673	.32	108.25	14,801	.32
Plymouth	367,296	8.66	106.39	390,774	8.40
FORD	1,219,422	28.73	100.81	1,229,299	26.44
Edsel	26,563	.62	114.87	38,481	.83
Ford	1,038,560	24.47	99.00	1,028,160	22.11
Lincoln	25,871	.61	102.57	26,537	.57
Mercury	128,428	3.03	105.99	136,121	2.93
GENERAL MOTORS	2,169,178	51.11	99.40	2,156,073	46.36
Buick	257,124	6.06	102.62	263,871	5.67
Cadillac	125,501	2.96	97.64	122,545	2.64
Chevrolet	1,255,935	29.59	98.21	1,233,477	26.52
Oldsmobile	310,795	7.32	98.61	306,473	6.59
Pontiac	219,823	5.18	104.50	229,707	4.94
STUDEBAKER-PACKARD	56,869	1.34	88.47	50,312	1.08
Packard	1,745	.04	147.85	2,580	.05
Studebaker	55,124	1.30	86.59	47,732	1.03
MISCELLANEOUS	....	....	....	368,759	7.93
TOTALS	4,244,045	100.00	109.57	4,650,313	100.00

* Includes Metropolitan.

Commercial Cars

	Total 1958 Production	Percent of Total Production	Percent of Production Registered	Total 1958 Registrations†	Percent of Total 1958 Registrations
CHEVROLET	278,615	32.00	88.78	247,347	34.07
DIAMOND T	6,017	.69	48.71	2,931	.40
DODGE	58,668	6.74	63.02	36,972	5.09
FORD	242,890	27.90	85.80	208,396	28.70
GMC	61,768	7.09	90.67	56,006	7.71
INTERNATIONAL	81,213	9.33	110.48	89,721	12.36
MACK**	14,308	1.64	83.02	11,878	1.64
STUDEBAKER	10,563	1.21	38.98	4,118	.57
WHITE*	17,403	2.00	69.82	12,151	1.67
WILLYS	92,327	10.60	24.37	22,501	3.10
MISCELLANEOUS***	6,990	.80	487.17	34,053	4.69
TOTALS	870,762	100.00	83.38	726,074	100.00

* Autocar, Freightliner, Reo and Sterling are included in White totals.
* Brockway included in Mack totals.
*** Miscellaneous includes Corbitt, Marmon-Herrington, Federal, Four Wheel Drive, etc.
† 1958 figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

Each Car Maker's Share of Output . . .

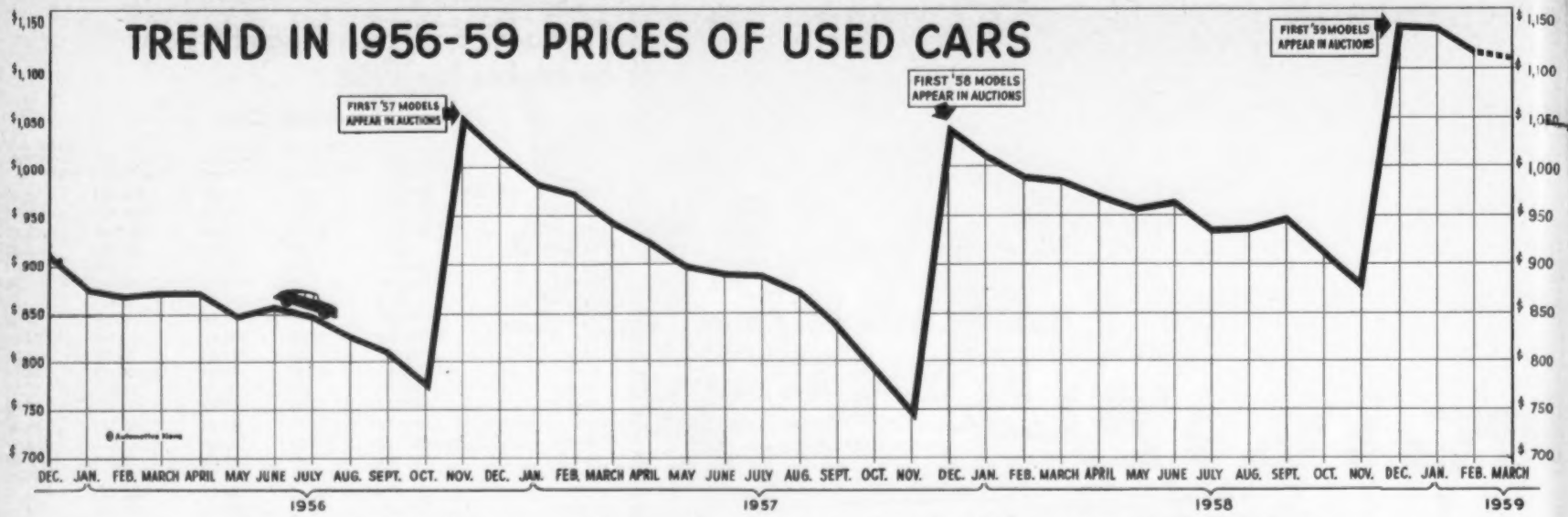
How They Fared—'58 vs '57

	Total Output, 1958	Pct. of 1958 Total	Total Output, 1957	Pct. of 1957 Total	Gain or Loss
CHRYSLER CORP.	581,244	13.69	1,222,338	19.99	—6.30
Chrysler	49,513	1.17	118,733	1.94	—0.77
DeSoto	36,556	.86	117,747	1.93	—1.07
Dodge	114,206	2.69	292,386	4.78	—2.09
Imperial	13,673	.32	37,946	0.62	—0.30
Plymouth	367,296	8.65	655,526	10.72	—2.07
FORD MOTOR	1,219,422	28.74	1,889,710	30.90	—2.16
Edsel	26,563	.63	54,607	0.89	—0.26
Ford	1,038,560	24.47	1,522,406	24.90	—0.43
Lincoln	25,871	.61	37,870	0.62	—0.01
Mercury	128,428	3.03	274,827	4.49	—1.46
GENERAL MOTORS	2,169,178	51.11	2,816,433	46.05	+5.06
Buick	257,124	6.06	407,271	6.66	—0.60
Cadillac	125,501	2.96	153,236	2.51	+0.45
Chevrolet	1,255,935	29.59	1,522,537	24.89	+4.70
Oldsmobile	310,795	7.32	390,091	6.38	+0.94
Pontiac	219,823	5.18	343,298	5.61	—0.43
Total, Big Three	3,969,844	93.54	5,928,481	96.94	+3.40
AMERICAN MOTORS	217,332	5.12	114,084	1.87	+3.25
Nash	.....	.....	3,561	0.06	—0.06
Hudson	.....	.....	1,345	0.02	—0.02
Rambler	217,332	5.12	109,178	1.79	+3.33
S-P CORP.	56,869	1.34	72,889	1.19	+0.15
Packard	1,745	.04	5,495	0.09	—0.05
Studebaker	55,124	1.30	67,394	1.10	+0.20
Total, Little Two	274,201	6.46	186,973	3.06	+3.40
Total Cars, U. S.	4,244,045	100.00	6,115,454	100.00	.....

Truck-Trailer Output, 1958

MONTH	Production (number of units)	SHIPMENTS Number of units	SHIPMENTS Value (thousands of dollars)
January	3,282	3,397	$ 18,745
February	3,071	3,024	16,622
March	3,330	3,468	18,977
April	3,465	3,559	19,111
May	3,722	3,882	20,541
June	3,628	3,766	19,974
July	3,742	3,880	20,912
August	3,814	4,219	22,792
September	4,386	4,442	24,270
October	4,720	4,989	28,028
November	4,154	4,205	23,620
December	4,782	4,915	27,366
1958 TOTAL	46,096	47,746	$260,971

Prepared by Bureau of the Census, Industry Division, Machinery and Equipment.



Motor Vehicle Manufacture and Use, 1904-1958

	MOTOR VEHICLE PRODUCTION (FACTORY SALES)								MOTOR VEHICLE REGISTRATIONS				
	Passenger Cars		Motor Trucks		Total		Replacement Parts and Accessories Wholesale Value, Domestic Market	Motor Dealers, Vehicle Number (Yr. End)				Vehicle Miles Traveled (000,000 omitted)	Special Motor User Taxes
	Number	Wholesale Value (000 omit'd)	Number**	Wholesale Value	Number	Wholesale Value			Passenger† Cars	Motor Trucks	Total**		
1904	22,130	$ 23,357	700	$ 1,272,000	22,830	$ 24,630,000	.....	.....	54,500	700	55,290	.....	....
1909	123,990	159,765	3,297	5,333,000	127,287	165,099,000	.....	8,402	305,950	6,050	312,000	.....	....
1914	548,139	420,838	24,900	44,219,000	573,039	465,057,000	.....	17,353	1,664,003	99,015	1,763,018	.....	....
1919	1,651,625	1,365,395	224,731	371,422,000	1,876,356	1,736,818,000	.....	30,771	6,679,133	897,755	7,576,888	.....	....
1920	1,905,560	1,809,170	321,789	423,249,000	2,227,349	2,232,420,000	.....	.....	8,131,522	1,107,639	9,239,161	.....	....
1921	1,468,067	1,038,191	148,052	166,070,000	1,616,199	1,204,261,000	.....	.....	9,212,158	1,281,508	10,493,666	55,000	$ 275
1922	2,274,185	1,494,513	269,991	226,049,000	2,544,176	1,720,563,000	.....	.....	10,704,076	1,569,523	12,273,599	.....	331
1923	3,624,717	2,196,272	409,295	308,537,000	4,034,012	2,504,810,000	.....	.....	13,253,019	1,849,086	15,102,105	.....	440
1924	3,185,881	1,970,096	416,659	318,580,000	3,602,540	2,288,677,000	.....	46,072	15,436,102	2,176,838	17,612,940	.....	507
1925	3,735,171	2,458,370	530,659	458,400,000	4,254,830	2,916,770,000	.....	.....	17,439,701	2,483,215	19,940,724	.....	597
1926	3,692,317	2,607,365	608,617	484,823,000	4,300,934	3,092,187,000	.....	.....	19,220,885	2,807,354	22,052,559	141,000	622
1927	2,936,533	2,164,670	464,793	420,130,000	3,401,326	2,584,801,000	.....	.....	20,142,120	2,969,780	23,139,559	.....	676
1928	3,775,417	2,572,599	583,342	460,108,903	4,358,759	3,032,708,046	.....	51,471	21,308,159	3,171,542	24,511,683	.....	717
1929	4,455,178	2,790,614	881,909	622,533,897	5,337,087	3,413,148,206	.....	42,488	23,060,421	3,408,088	26,502,508	.....	849
1930	2,787,456	1,644,083	575,364	390,752,061	3,362,820	2,034,835,213	.....	48,658	22,972,745	3,518,747	26,531,999	.....	924
1931	1,948,164	1,108,246	432,262	265,444,618	2,380,426	1,373,691,316	.....	43,708	22,330,402	3,489,756	25,862,038	216,000	960
1932	1,103,557	616,860	228,303	137,624,157	1,331,860	754,484,504	.....	39,370	20,832,357	3,256,776	24,132,609	.....	990
1933	1,560,599	773,424	329,218	175,380,863	1,889,817	948,805,826	$ 234,000,000	35,265	20,586,284	3,245,505	23,876,707	.....	1,126
1934	2,160,865	1,140,478	576,205	326,781,688	2,737,070	1,467,259,862	300,000,000	37,238	21,472,078	3,430,396	24,954,004	.....	1,199
1935	3,273,874	1,707,836	697,367	380,997,330	3,971,241	2,088,833,655	373,000,000	41,201	22,494,884	3,675,865	26,229,743	.....	1,299
1936	3,679,242	2,014,747	782,220	463,719,466	4,661,462	2,478,466,691	454,000,000	43,461	24,108,236	4,001,464	28,172,318	252,000	1,458
1937	3,929,203	2,240,912	891,016	537,314,633	4,820,219	2,778,227,253	462,000,000	46,224	25,390,773	4,249,219	29,706,158	270,000	1,605
1938	2,019,566	1,241,032	488,841	329,917,646	2,508,407	1,570,949,941	361,000,000	41,992	25,167,030	4,210,477	29,442,705	271,000	1,536
1939	2,888,512	1,770,231	700,377	489,786,701	3,588,889	2,260,018,298	460,000,000	41,870	26,139,526	4,406,702	30,615,087	285,000	1,693
1940	3,717,385	2,370,654	754,901	567,820,414	4,472,286	2,938,474,497	553,000,000	41,790	27,372,397	4,590,386	32,035,424	302,000	1,873
1941	3,779,682	2,567,205	1,060,820	1,069,799,855	4,840,502	3,637,005,851	718,000,000	40,537	29,524,101	4,859,244	34,472,145	333,000	2,186
1942	222,862	163,813	818,662	1,427,456,801	1,041,524	1,591,270,360	472,000,000	34,270	27,976,259	4,887,067	33,002,600	267,000	2,066
1943	139	101	699,689	1,451,794,475	699,828	1,451,896,274	528,000,000	33,000	26,009,073	4,726,737	30,888,134	207,000	1,659
1944	610	446	737,524	1,700,928,939	738,134	1,701,375,643	789,000,000	31,930	25,566,464	4,760,250	30,479,306	212,000	1,718
1945	69,532	57,254	655,683	1,181,955,532	725,215	1,239,210,187	1,038,000,000	32,439	25,793,493	5,079,802	31,035,420	249,000	1,926
1946	2,148,699	1,979,781	940,866	1,043,247,276	3,089,565	3,023,028,360	1,750,000,000	36,354	28,213,336	5,986,081	34,373,002	341,000	2,570
1947	3,558,178	3,936,017	1,239,443	1,731,713,000	4,797,621	5,667,730,000	2,309,000,000	40,410	30,845,350	6,808,691	37,841,498	371,000	3,075
1948	3,909,270	4,870,423	1,376,274	1,880,475,000	5,285,544	6,750,898,000	2,451,000,000	43,004	33,350,894	7,537,911	41,085,531	398,000	3,473
1949	5,119,466	6,650,857	1,134,185	1,394,035,000	6,253,651	8,044,892,000	1,810,000,000	49,173	36,453,351	8,028,016	44,690,296	424,000	3,825
1950	6,665,863	8,468,137	1,337,193	1,707,748,000	8,003,056	10,175,885,000	1,882,000,000	45,918	40,333,591	8,637,969	49,195,212	458,000	4,359
1951	5,338,435	7,241,275	1,426,828	2,323,859,000	6,765,263	9,565,134,000	1,399,000,000	46,251	42,682,591	9,035,754	51,948,806	491,000	4,704
1952	4,320,794	6,455,114	1,218,165	2,319,789,000	5,538,959	8,774,903,000	2,164,000,000	46,271	43,817,580	9,243,264	53,301,329	514,000	5,331
1953	6,116,948	9,002,580	1,206,266	2,089,060,000	7,323,214	11,091,640,000	1,892,000,000	48,155	46,422,443	9,587,812	56,254,546	544,000	5,993
1954	5,558,897	8,218,094	1,042,174	1,660,019,000	6,601,071	9,878,113,000	1,683,000,000	47,468	48,461,219	9,833,372	58,542,937	561,000	6,304
1955	7,920,186	12,452,871	1,249,090	2,020,973,000	9,169,276	14,473,844,000	1,805,000,000	44,604	52,135,583	10,336,341	62,727,173	603,434	7,299
1956	5,816,109	9,754,971	1,104,481	2,077,432,000	6,920,590	11,832,403,000	1,827,000,000	41,785	54,200,784	10,723,012	65,182,560	627,843	7,949
1957	6,113,344	11,198,000	1,107,176	2,083,000,000	7,220,520	13,281,000,000	2,040,000,000	N. A.	55,906,000	10,989,000	67,163,000	643,000	8,772
1958*	4,257,812	8,010,000	877,294	1,719,000,000	5,135,106	9,729,000,000	2,100,000,000	N. A.	57,000,000	11,200,000	68,470,000	656,000	9,500

*Preliminary. **Includes buses. †Publicly owned vehicles included since 1942.

Source: Automobile Manufacturers Assn.

Federal-Aid Highway Funds Authorized for the Fiscal Year 1960

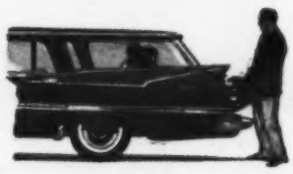
STATE	Primary Highway System	Secondary or Feeder Roads	Urban Highways	Interstate System	Total
Alabama	$ 8,469,362	$ 6,592,841	$ 2,950,179	$ 49,053,500	$ 67,065,882
Arizona	5,996,337	4,085,495	875,884	33,979,250	44,936,966
Arkansas	6,583,414	5,301,696	1,259,703	24,700,875	37,845,688
California	19,253,224	9,970,730	20,017,148	252,779,750	302,020,852
Colorado	7,296,201	4,873,071	1,871,511	19,278,125	33,318,908
Connecticut	2,663,057	1,343,250	4,361,125	30,347,500	38,714,932
Delaware	2,014,875	1,343,250	461,821	8,756,000	12,575,946
Florida	6,494,165	4,241,949	4,037,855	64,451,125	79,225,094
Georgia	9,758,649	7,490,264	3,281,756	60,023,375	80,554,044
Idaho	4,903,923	3,454,901	433,379	17,163,750	25,955,953
Illinois	15,469,427	8,378,987	15,748,139	127,559,000	167,155,553
Indiana	9,501,715	6,553,248	5,387,263	71,739,500	93,181,726
Iowa	9,441,047	6,938,932	2,673,360	23,606,375	42,659,714
Kansas	9,321,281	6,547,253	2,116,486	22,263,125	40,248,145
Kentucky	7,443,339	6,197,819	2,338,487	43,730,250	59,709,895
Louisiana	6,339,810	4,590,541	3,300,922	65,694,875	79,926,148
Maine	3,342,634	2,396,608	941,127	12,785,750	19,466,119
Maryland	3,735,897	2,289,320	3,821,768	56,043,375	65,890,360
Massachusetts	5,260,749	1,965,695	9,372,665	69,276,875	85,875,984
Michigan	12,594,665	7,674,351	10,480,583	97,758,750	128,508,349
Minnesota	10,355,963	7,320,762	3,666,858	46,889,375	68,232,958
Mississippi	7,055,034	5,922,692	1,246,735	27,312,750	41,537,211
Missouri	11,399,015	7,716,887	5,545,683	70,968,375	95,629,960
Montana	8,085,812	5,565,393	530,251	28,282,875	42,464,331
Nebraska	7,838,474	5,564,315	1,320,714	15,347,875	30,071,378
Nevada	5,061,574	3,383,408	171,498	13,009,625	21,626,105
New Hampshire	2,014,875	1,343,250	666,878	13,681,250	17,706,253
New Jersey	$ 5,488,333	$ 1,904,658	$ 9,857,490	$ 80,495,500	$ 97,745,981
New Mexico	6,437,821	4,427,371	739,021	29,800,250	41,404,463
New York	19,240,954	7,690,809	30,098,912	123,205,875	180,236,550
North Carolina	10,148,366	8,670,582	2,893,630	13,482,250	35,194,828
North Dakota	5,587,148	4,078,803	380,768	11,019,625	21,066,344
Ohio	14,262,863	8,669,644	13,031,005	162,035,750	197,999,262
Oklahoma	8,567,540	6,144,465	2,460,200	22,611,375	39,783,580
Oregon	6,789,530	4,751,847	1,805,637	43,108,375	56,455,389
Pennsylvania	16,348,105	9,740,763	17,047,463	101,440,250	144,576,581
Rhode Island	2,014,875	1,343,250	1,609,763	11,591,750	16,559,638
South Carolina	5,371,134	4,471,235	1,549,021	20,497,000	31,888,390
South Dakota	6,110,574	4,378,434	437,373	10,547,000	21,473,381
Tennessee	8,695,095	6,797,764	3,256,285	73,779,250	92,528,394
Texas	25,923,679	17,357,454	10,787,830	112,385,250	166,454,213
Utah	4,578,378	3,027,907	954,172	23,258,125	31,818,582
Vermont	2,014,875	1,343,250	350,624	23,457,125	27,165,874
Virginia	7,700,108	5,993,444	3,511,499	105,395,375	122,600,426
Washington	6,735,213	4,498,385	3,397,755	45,048,625	59,679,978
West Virginia	4,441,552	3,872,486	1,465,533	31,168,375	40,947,946
Wisconsin	9,409,770	6,572,828	4,409,572	26,193,375	46,585,545
Wyoming	5,032,059	3,411,137	244,844	25,845,125	34,533,165
Alaska	8,218,724	5,542,560	68,597	.....	13,829,881
Hawaii	2,014,875	1,343,250	757,224	.....	4,115,349
District of Columbia	2,014,875	1,343,250	1,945,390	24,651,125	29,954,640
Puerto Rico	2,134,036	2,227,516	1,935,614	.....	6,297,166
TOTAL	$ 405,000,000	$270,000,000	$225,000,000	$2,500,000,000	$3,400,000,000

Source: National Highway Users Conference

The Newest of Everything Great! — *The Greatest of Everything New!*

Beautifully Built for a Particular Kind of Customer

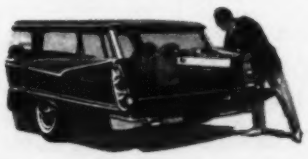
Rear-facing "Observation Lounge"



One-piece tailgate, power window

Seats fold to form level platform

95 cubic feet of cargo space



There's a new breed of new-car buyer. He wants more fun, more versatility from his automobile. He's the man in the market for a station wagon.

Dodge dealers are finding out he's a really hot prospect—and for good reasons. Dodge offers more of the good things a station wagon owner wants.

Take the third-seat "Observation Lounge." Here's convenience modern station wagon buyers are *looking* for. Imagine the ease of stepping directly into the third seat from the rear rather than squirming past the second seat. It's great!

Loading a Dodge is a snap, too. The rear window glides out of sight into the tailgate—there's no old-fashioned liftgate to struggle with. And all three seats fold to give Dodge 95 *cubic feet of load space*—plenty of room for the family shopping or a camping trip to Yellowstone!

Of course, there's more—much more. Swing-Out Swivel Seats. Torsion-Aire Ride. Total-Contact Brakes. And Full Push-Button Control of both driving and weather. No wonder Dodge dealers are happy about the swing to station wagons. Dodge offers more to own—*more to sell!*

'59 DODGE

Dodge dealers and salesmen are getting a big "assist" for spring selling—an aggressive advertising program built around the theme, "It Pays To Own a Dodge." This campaign capitalizes on a great Dodge tradition of craftsmanship and dependability. Here's a story *custom-tailored* to today's value-conscious, price-conscious market. Just one more reason why it pays to sell this '59 Dodge.

Motor Truck Factory Sales by Gross Vehicle Weight

TOTAL SALES FROM U. S. PLANTS

G.V.W.) In lbs.)	6,000 & less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	Over 33,000	Total
12 Months, 1957	546,734	160,409	36,857	162,888	72,100	53,163	37,533	33,659	1,103,343
January 1958	39,182	12,106	1,287	7,911	9,885	4,450	2,751	2,218	79,790
February	35,777	10,025	1,119	7,791	7,297	4,359	2,701	1,955	71,024
March	36,378	10,528	1,101	7,211	7,800	4,870	3,222	2,548	73,658
April	35,933	11,025	1,228	7,553	8,089	5,019	2,416	2,623	73,886
May	34,862	11,189	1,195	7,667	10,374	4,875	2,410	2,719	75,291
June	33,403	10,913	1,381	7,892	8,148	4,127	2,158	2,630	70,652
July	32,958	9,271	1,005	7,223	6,502	3,619	2,083	2,386	65,047
August	26,455	8,161	859	4,380	7,246	3,936	2,191	1,993	55,221
September	22,592	6,346	711	3,449	5,004	3,286	2,566	2,399	46,353
October	36,723	9,338	687	3,528	9,469	4,610	3,016	2,563	69,934
November	53,473	12,605	1,748	8,342	9,136	3,667	2,198	2,113	93,282
December	58,556	15,650	1,685	8,851	7,576	3,538	2,069	2,215	100,140
12 Months, 1958	446,292	127,157	14,006	81,798	96,526	50,356	29,781	28,362	874,278

U. S. DOMESTIC MARKET

G.V.W.) In lbs.)	6,000 & less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	Over 33,000	Total
12 Months, 1957	454,615	133,507	29,048	114,122	52,480	44,013	33,084	30,503	891,372
January 1958	32,143	10,187	1,075	5,454	6,982	3,649	2,482	2,048	64,020
February	26,460	8,302	983	5,167	5,293	3,555	2,460	1,768	53,988
March	27,929	8,450	963	5,581	5,427	4,009	2,929	2,349	57,637
April	25,822	8,866	1,041	5,896	5,930	3,921	2,169	2,397	56,042
May	26,329	9,152	1,071	5,985	7,051	4,182	2,236	2,503	58,509
June	25,241	9,120	1,236	5,976	6,275	3,674	2,028	2,469	56,019
July	24,237	7,668	788	5,039	5,393	3,211	1,911	2,207	50,454
August	21,768	7,374	752	4,024	5,619	3,637	2,016	1,840	47,030
September	14,377	5,329	633	2,960	3,484	2,913	2,383	2,153	34,232
October	27,585	8,296	635	3,111	7,014	3,988	2,821	2,415	55,865
November	45,327	11,180	1,508	7,539	6,780	3,262	2,057	1,965	79,618
December	48,991	12,629	1,363	7,758	4,898	2,998	1,958	2,093	82,688
12 Months, 1958	346,209	106,553	12,048	64,490	70,146	42,999	27,450	26,207	696,102

EXPORTS FROM U. S. (INCLUDES EXPORTS TO CANADA)

G.V.W.) In lbs.)	6,000 & less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	Over 33,000	Total
12 Months, 1957	92,119	26,902	7,809	48,765	19,620	9,150	4,449	3,156	211,971
January 1958	7,039	1,919	212	2,457	2,903	801	269	170	15,770
February	9,317	1,723	136	2,624	2,004	804	241	187	17,036
March	8,449	2,078	138	1,630	2,373	861	293	199	16,021
April	10,111	2,159	187	1,657	2,159	1,098	247	226	17,844
May	8,533	2,037	124	1,682	3,323	693	174	216	16,782
June	8,162	1,793	145	1,916	1,873	453	130	161	14,633
July	8,721	1,603	217	2,184	1,109	408	172	179	14,593
August	4,687	787	107	356	1,627	299	175	153	8,191
September	8,215	1,017	78	489	1,520	373	183	246	12,121
October	9,138	1,042	52	417	2,455	622	195	148	14,069
November	8,146	1,425	240	803	2,356	405	141	148	13,664
December	9,565	3,021	322	1,093	2,678	540	111	122	17,452
12 Months, 1958	100,083	20,604	1,958	17,308	26,380	7,357	2,331	2,155	178,176

Source: Automobile Manufacturers Assn.

Motor Truck Factory Sales by G.V.W., 1946-1958

YEAR	5,000 lb. & Less Units	% of Total	5,001-10,000 lb. Units	% of Total	10,001-14,000 lb. Units	% of Total	14,001-16,000 lb. Units	% of Total	16,001-19,500 lb. Units	% of Total	19,501-26,000 lb. Units	% of Total	Over 26,000 lb. Units	% of Total	Total Units	% of Total
1958*	446,292	51.05	127,157	14.54	14,006	1.60	81,798	9.36	96,526	11.04	50,356	5.76	58,143	6.65	874,278	100
1957*	546,734	49.55	160,409	14.54	36,857	3.34	162,888	14.76	72,100	6.54	53,163	4.82	71,192	6.45	1,103,343	100
1956	438,676	39.86	209,401	19.03	39,918	3.63	192,157	17.46	82,493	7.50	56,492	5.13	81,280	7.39	1,100,417	100
1955	585,856	47.06	212,571	17.07	46,905	3.77	225,755	18.13	65,719	5.28	43,413	3.49	64,769	5.20	1,244,988	100
1954	482,515	46.5	186,739	18.0	39,073	3.8	195,121	18.8	48,574	4.7	45,099	4.3	40,924	3.9	1,038,045	100
1953	543,112	46.8	221,817	18.5	46,624	3.9	185,115	15.4	49,628	4.1	86,773	7.2	49,140	4.1	1,202,209	100
1952	505,218	41.7	234,568	19.3	56,308	4.6	219,285	18.1	45,617	3.8	105,451	8.7	45,943	3.8	1,212,390	100
1951	589,149	41.5	260,360	18.3	99,140	7.0	278,098	19.6	68,937	4.9	81,073	5.7	42,254	3.0	1,419,011	100
1950	627,405	47.1	266,043	20.0	89,156	6.7	219,918	16.5	53,484	4.0	47,029	3.5	29,239	2.2	1,332,274	100
1949	513,148	45.5	279,359	24.8	84,605	7.5	173,137	15.3	37,227	3.3	23,798	2.1	17,351	1.5	1,128,625	100
1948	485,088	35.6	267,720	19.6	182,500	13.4	280,535	20.6	76,711	5.6	50,023	3.7	21,279	1.5	1,363,856	100
1947	375,445	30.8	182,490	14.9	265,989	21.8	285,589	23.4	41,606	3.4	42,761	3.5	26,754	2.2	1,220,634	100
1946	330,730	35.5	88,235	9.5	247,912	26.6	200,574	21.6	24,162	2.6	25,252	2.7	13,874	1.5	930,739	100

* 1957 and 1958 figures based on 6,000 lb. and less; 6,001-10,000 lb. due to change in G.V.W. classification.

Alltime U.S. Car-Output Records by Makes

	Year	Total
AMERICAN MOTORS		
Hudson	1929	300,962
Nash	1950	189,343
Rambler	1958	217,332
CHRYSLER CORP.		
Chrysler	1955	176,039
DeSoto	1953	129,963
Dodge	1950	326,928
Imperial	1957	37,946
Plymouth	1955	742,991
FORD MOTOR		
Edsel	1957	54,607
Ford	1928	1,817,891
Lincoln	1956	47,670
Mercury	1955	434,911
GENERAL MOTORS		
Buick	1955	781,296
Cadillac	1955	153,334
Chevrolet	1955	1,830,029
Oldsmobile	1955	643,460
Pontiac	1955	581,840
STUDEBAKER-PACKARD		
Studebaker	1950	268,145
Packard	1948	109,000

12 Months' Output—'58 vs. '57 . . .

Each Truck Maker's Share

	Total Output, 1958	Pct. of Total	Total Output, 1957	Pct. of Total	Gain or Loss
CHEVROLET	278,615	32.00	351,738	32.46	—0.46
DIAMOND T	6,017	0.69	5,845	0.54	+0.15
DIVCO	2,827	0.32	2,809	0.26	+0.06
DODGE	58,668	6.74	76,601	7.07	—0.33
FORD	242,890	27.90	337,126	31.11	—3.21
GMC	61,768	7.09	69,526	6.42	+0.67
INTERNATIONAL	81,213	9.33	121,775	11.24	—1.91
MACK**	14,308	1.64	17,683	1.63	+0.01
STUDEBAKER	10,563	1.21	9,374	0.86	+0.35
WHITE**	17,408	2.00	18,775	1.73	+0.27
WILLYS	92,327	10.60	68,285	6.30	+4.30
MISCELLANEOUS*	4,163	0.48	4,123	0.38	+0.10
Total Trucks, U. S.	870,762	100.00	1,083,670	100.00	.....

* Miscellaneous includes Corbitt, Marmon-Herrington, Federal, FWD, etc.

** Autocar, Freightliner, Reo and Sterling are included in White totals; Brockway in Mack totals.

Factory Car Sales

By Body Types

1958	
4-Door Sedans	1,480,550
2-Door Sedans	698,799
Business Coupes	6,278
Hard Tops, 2-dr. and 4-dr.	1,200,453
Convertibles	193,717
Station Wagons	672,672
Chassis	5,343
TOTAL	4,257,812
1957	
4-Door Sedans	1,951,615
2-Door Sedans	893,757
Business Coupes	13,832
Hard Tops, 2-dr. and 4-dr.	2,073,123
Convertibles	284,682
Station Wagons	890,297
Chassis	6,038
TOTAL	6,113,344
1956	
4-Door Sedans	2,005,432
2-Door Sedans	1,124,854
Business Coupes	10,719
Hard Tops, 2-dr. and 4-dr.	1,823,598
Convertibles	198,962
Station Wagons	638,508
Chassis	14,036
TOTAL	5,816,109
1955	
4-Door Sedans	3,043,564
2-Door Sedans, Coaches and Coupes*	1,677,430
Business Coupes	13,408
Hard Top Coupes and Sedans	2,168,798
Convertibles	239,790
Station Wagons	759,422
Chassis	17,774
TOTAL	7,920,186
1954	
4-Door Sedans	2,592,841
2-Door Sedans, Coaches and Coupes*	1,480,395
Business Coupes	16,510
Hard Top Coupes and Sedans	951,113
Convertibles	155,667
Station Wagons	349,450
Chassis	12,921
TOTAL	5,558,897
1953	
4-Door Sedans	3,082,338
2-Door Sedans, Coaches and Coupes*	1,695,371
Business Coupes	36,973
Hard Top Coupes and Sedans	842,135
Convertibles	159,200
Station Wagons	297,393
Chassis	8,377
TOTAL	6,121,787
1952	
4-Door Sedans	2,259,165
2-Door Sedans, Coaches and Coupes*	1,214,904
Business Coupes	29,000
Hard-Top Coupes and Sedans	539,508
Convertibles	100,116
Station Wagons	169,036
Chassis	9,064
TOTAL	4,320,793
1951	
4-Door Sedans	2,712,256
2-Door Sedans, Coaches and Coupes*	1,773,729
Business Coupes	53,876
Hard-Top Coupes and Sedans	487,856
Convertibles	143,388
Station Wagons	149,381
Chassis	16,449
TOTAL	5,336,935

Source: Automobile Mfrs. Assn.

Factory Commercial Car Sales by Body Types

1958	
Station Wagons*	706,414
Cab-Over Engine	40,734
Multi-Stop Trucks	22,362
School-Bus Chassis	19,719
6-Wheel, 3-Axle Trucks	19,264
Diesel Engine Trucks	25,172
Motor Coaches	3,016
1957	
Station Wagons*	918,371
Cab-Over-Engine	53,053
Multi-Stop Trucks	24,456
School-Bus Chassis	23,465
6-Wheel, 3-Axle Trucks	25,684
Diesel Engine Trucks	24,455
Motor Coaches	3,833
1956	
Station Wagons*	656,696
Cab-Over-Engine	44,812
Multi-Stop Trucks	26,736
School-Bus Chassis	22,714
6-Wheel, 3-Axle Trucks	33,920
Diesel Engine Trucks	25,797
Motor Coaches	4,064
1955	
Station Wagons*	780,151
Cab-Over-Engine	45,815
Multi-Stop Trucks	23,850
School-Bus Chassis	26,535
6-Wheel, 3-Axle Trucks	26,061
Diesel Engine Trucks	16,931
Motor Coaches	4,023
1954	
Station Wagons*	364,234
Cab-Over-Engine	26,268
Multi-Stop Trucks	19,507
School-Bus Chassis	22,465
6-Wheel, 3-Axle Trucks	16,364
Diesel Engine Trucks	10,546
Motor Coaches	4,039
1953	
Station Wagons*	318,178
Cab-Over-Engine	24,712
Multi-Stop Trucks	19,246
School-Bus Chassis	21,284
6-Wheel, 3-Axle Trucks	14,864
Diesel Engine Trucks	10,872
Motor Coaches	4,057
1952	
Station Wagons*	189,651
Cab-Over-Engine	19,289
Multi-Stop Trucks	18,493
School-Bus Chassis	19,452
6-Wheel, 3-Axle Trucks	15,585
Diesel Engine Trucks	13,165
Motor Coaches	5,375
1951	
Station Wagons*	194,589
Cab-Over-Engine	25,482
Multi-Stop Trucks	28,867
School-Bus Chassis	31,891
6-Wheel, 3-Axle Trucks	36,429
Diesel Engine Trucks	16,494
Motor Coaches	9,453
Ambulances and Funeral Cars	4,177
1950	
Station Wagons*	159,944
Cab-Over-Engine	22,370
Multi-Stop Trucks	21,681
School-Bus Chassis	19,953
6-Wheel, 3-Axle Trucks	15,719
Diesel Engine Trucks	13,903
Motor Coaches	4,908
Ambulances and Funeral Cars	2,971

*Includes those built on both passenger-car and truck chassis.

Source: Automobile Mfrs. Assn.

New Car Sales By Cylinders

	1958*	1957
4 Cylinders	363,057	209,965
6 Cylinders	1,040,979	1,004,186
8 Cylinders	3,219,979	4,768,191
	4,650,313	5,982,342

* Preliminary

Compiled by R. L. Polk & Co. from official state documents.

WHAT'S THE BEST WAY TO TALK TO A WESTERN MOTORIST?

There are two sure ways to make a motorist listen. One is to be a traffic cop. The other is to put your story in Sunset Magazine.

Sunset is the buying guide for 1,900,000 primary adult readers who spend more *for* cars, spend more *on* cars, and spend more to *travel* by car, than any comparable group in the West. For instance:

In 1958, 24% of all families reading Sunset bought new cars—*double* the already high average of new car purchases in the West. 44.8% of Sunset's families own *two cars*. A large number own *three cars*.

Sunset does more to inspire auto travel, and publishes more auto travel articles, than any other U. S. magazine. Sunset readers average 13,000 car miles a year—49% *more* than the national average.

These are some of the reasons why 23 automobile campaigns (11 domestic, 12 foreign) are in Sunset this year.

Why Rolls-Royce selected *only* Sunset and New Yorker for its 1958 magazine campaign.* Why Sunset carries more gasoline and motor oil advertising per issue than any other magazine. And why automotive advertisers increased their use of Sunset more than 13% in 1958, despite general reductions in advertising budgets.

These are the same reasons why your story belongs in Sunset. That is, if you want to influence the influential families of the West. For they're the ones who look to Sunset.

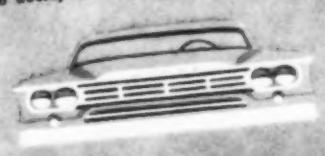
(Rolls-Royce is in Sunset in 1959, too.)

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE PUBLISHING CO., MENLO PARK, CALIFORNIA

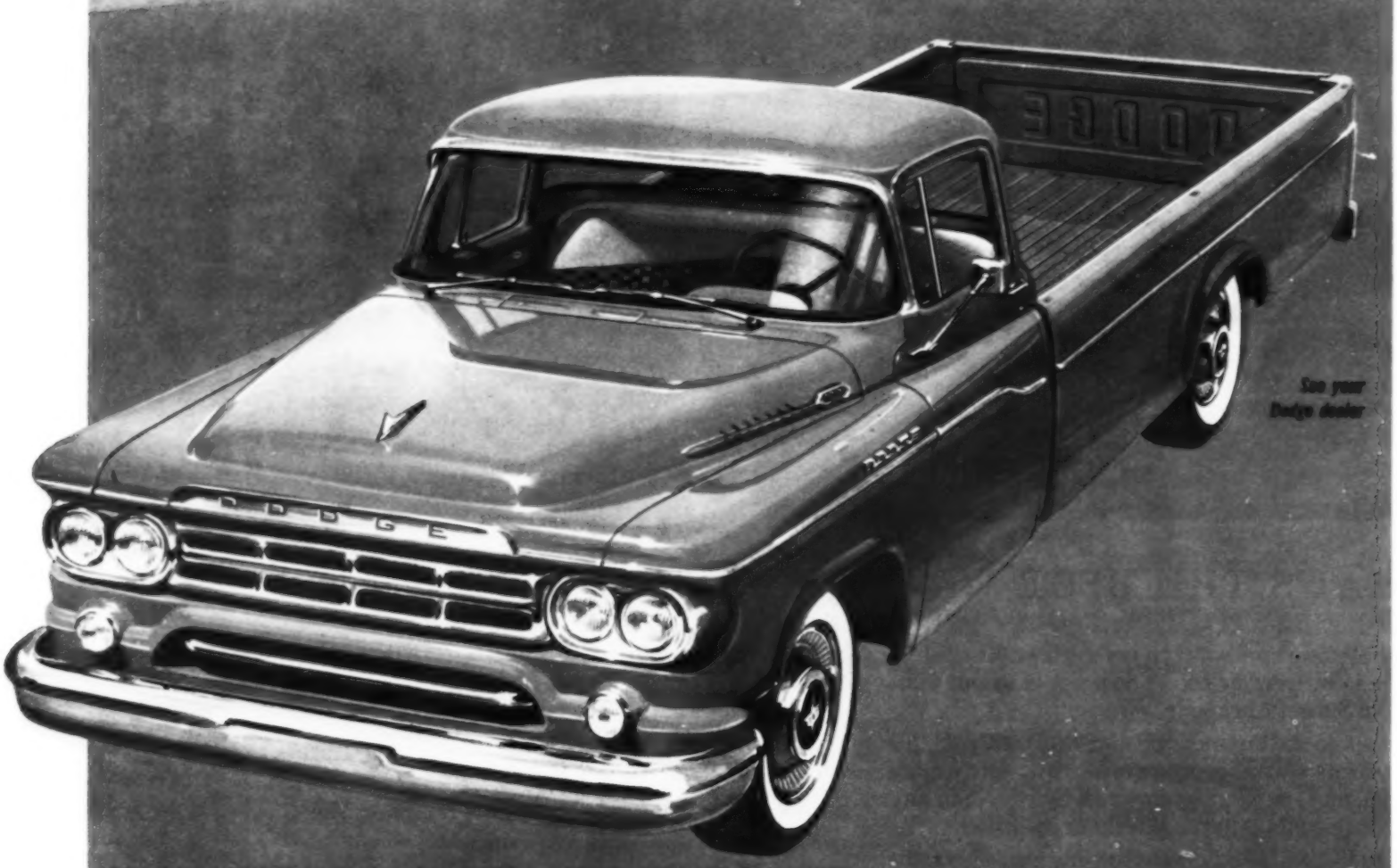
THAT RED HOT SWEPTLINE...

DASHING STYLE!
Taut and smooth-sided, this SWEPTLINE looks as eager for action as it is! There's dashing good looks inside the cab, too, with bright two-tone fabrics, lined doors, and sports-styled instrument panels.



TERRIFIC IN TRAFFIC!
With new easy steering . . . tight turning radius plus big brakes and 205 hp., you have a pick-up truck that fairly sparkles in traffic. It's the truck with the most in performance!

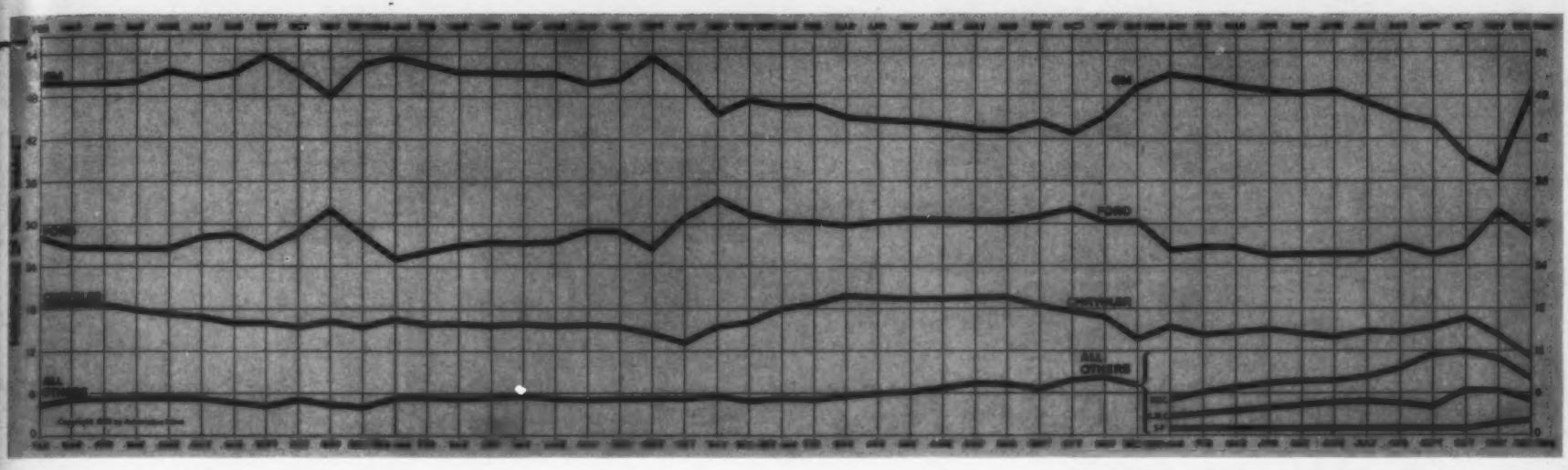
NEW LOW PRICES!
This pick-up is priced right down with the lowest. Check Dodge trucks' new low prices with your Dodge dealer. See why it's the truck with the most—for the least!



TODAY IT'S REAL SMART TO CHOOSE

DODGE TRUCKS

New-Car Sales Penetration by Makes, 1955-1958



NEW-MODEL Announcement Dates

Model Year

	1955	1956	1957	1958	1959
Buick.....	Nov. 19 1954	Nov. 4 1955	Nov. 9 1956	Oct. 29 1957	Sept. 19 1958
Cadillac...	Nov. 18 1954	Oct. 24 1955	Nov. 12 1956	Nov. 13 1957	Oct. 1 1958
Chevrolet..	Oct. 28 1954	Nov. 4 1955	Oct. 18 1956	Oct. 31 1957	Oct. 16 1958
Chrysler...	Nov. 17 1954	Oct. 20 1955	Oct. 30 1956	Nov. 1 1957	Oct. 24 1958
Continental.	*	Oct. 21 1955	Sept. 21 1956	Nov. 1 1957	
DeSoto....	Nov. 17 1954	Oct. 19 1955	Oct. 30 1956	Nov. 1 1957	Oct. 24 1958
Dodge.....	Nov. 17 1954	Oct. 7 1955	Oct. 30 1956	Nov. 1 1957	Oct. 10 1958
Edsel.....	*	*	*	Sept. 4 1957	Oct. 31 1958
Ford.....	Nov. 12 1954	Sept. 23 1955	Oct. 3 1956	Nov. 7 1957	Oct. 17 1958
Hudson....	Nov. 28 1954	Nov. 30 1955	Oct. 25 1956	*	*
Imperial...	*	Oct. 20 1955	Oct. 30 1956	Nov. 1 1957	Oct. 24 1958
Lincoln....	Nov. 23 1954	Sept. 8 1955	Oct. 16 1956	Nov. 1 1957	Nov. 14 1958
Mercury....	Dec. 2 1954	Sept. 29 1955	Nov. 12 1956	Nov. 12 1957	Nov. 14 1958
Nash.....	Nov. 26 1954	Nov. 17 1955	Oct. 25 1956	*	*
Oldsmobile.	Nov. 19 1954	Nov. 3 1955	Nov. 6 1956	Nov. 8 1957	Oct. 3 1958
Packard....	Jan. 17 1955	Nov. 3 1955	Jan. 24 1957	Jan. 10 1958	*
Packard Hawk.....	*	*	*	Oct. 15 1957	*
Plymouth...	Nov. 17 1954	Oct. 21 1955	Oct. 30 1956	Nov. 1 1957	Oct. 16 1958
Pontiac....	Oct. 29 1954	Oct. 21 1955	Nov. 9 1956	Nov. 9 1957	Oct. 9 1958
Rambler...	*	Dec. 15 1955	Oct. 25 1956	Oct. 22 1957	Oct. 8 1958
Studebaker.	Oct. 6 1954	Nov. 22 1955	Nov. 8 1956	Oct. 15 1957	Nov. 14 1958

* No new models announced in these years.

Factory Sales to Domestic and Foreign Markets

From Plants Located in United States

	PASSENGER CARS			MOTOR TRUCKS AND BUSES*			TOTAL MOTOR VEHICLES		
	Total	Domestic Market	Foreign Market	Total	Domestic Market	Foreign Market	Total	Domestic Market	Foreign Market
1921.....	1,468,067	1,417,017	51,050	148,052	135,483	12,569	1,616,119	1,552,500	63,619
1922.....	2,274,185	2,169,185	105,000	269,991	247,593	22,398	2,544,176	2,416,778	127,398
1923.....	3,624,717	3,449,658	175,059	409,295	349,077	60,218	4,034,012	3,798,735	235,277
1924.....	3,185,881	2,968,711	217,170	416,659	340,555	76,104	3,602,540	3,309,266	293,274
1925.....	3,735,171	3,419,072	316,099	530,659	418,064	112,595	4,265,830	3,837,136	428,694
1926.....	3,892,317	3,409,792	282,525	608,617	499,079	109,538	4,300,934	3,907,871	393,063
1927.....	2,936,533	2,604,491	332,042	464,793	330,455	134,338	3,401,326	2,934,946	466,380
1928.....	3,775,417	3,366,516	408,901	583,342	409,530	173,812	4,358,759	3,776,046	582,713
1929.....	4,455,178	4,052,762	402,416	881,909	619,068	262,841	5,337,087	4,671,830	665,257
1930.....	2,787,456	2,569,145	218,311	575,364	444,499	130,865	3,362,820	3,013,644	349,176
1931.....	1,948,164	1,837,598	110,566	432,262	316,532	115,730	2,380,426	2,154,130	226,296
1932.....	1,103,557	1,038,872	64,685	228,303	178,812	49,491	1,331,860	1,217,684	114,176
1933.....	1,560,599	1,480,892	79,707	329,218	264,709	64,509	1,889,817	1,745,601	144,216
1934.....	2,160,865	1,984,034	176,831	576,205	447,007	129,198	2,737,070	2,431,041	306,029
1935.....	3,273,874	3,050,518	223,356	697,367	564,761	132,606	3,971,241	3,615,279	355,962
1936.....	3,679,242	3,463,535	215,707	782,220	642,686	139,534	4,461,462	4,106,221	355,241
1937.....	3,929,203	3,646,310	282,893	891,016	677,259	213,757	4,820,219	4,323,569	496,650
1938.....	2,019,566	1,821,589	197,977	488,841	345,323	143,518	2,508,407	2,166,912	341,495
1939.....	2,888,512	2,716,056	172,456	700,377	544,493	155,884	3,588,889	3,260,549	328,340
1940*.....	3,717,385	3,608,042	109,343	692,791	599,912	92,879	4,410,176	4,207,954	202,222
1941.....	3,779,682	3,681,558	98,124	854,719	743,932	110,787	4,634,401	4,425,490	208,911
1942.....	222,862	215,779	7,083	184,985	164,325	20,660	407,847	380,104	27,743
1943.....	139	121	18	24,842	23,420	1,422	24,981	23,541	1,440
1944.....	610	308	302	116,167	102,295	13,872	116,777	102,603	14,174
1945.....	69,532	68,093	1,439	291,469	254,039	37,430	361,001	322,132	38,869
1946**....	2,146,970	2,002,920	144,050	931,225	744,204	187,021	3,078,195	2,747,124	331,071
1947.....	3,551,145	3,290,298	260,847	1,227,361	975,872	251,489	4,778,506	4,266,170	512,336
1948.....	3,901,829	3,668,652	233,177	1,360,307	1,157,267	203,040	5,262,136	4,825,919	436,217
1949.....	5,112,675	4,956,534	156,141	1,116,255	984,621	131,634	6,228,930	5,941,155	287,775
1950.....	6,656,910	6,503,985	152,925	1,295,695	1,144,936	150,759	7,952,605	7,648,921	303,684
1951.....	5,314,849	5,067,884	246,965	1,280,167	1,056,583	223,584	6,595,016	6,124,467	470,549
1952.....	4,315,594	4,148,546	167,048	1,036,564	874,026	162,538	5,352,158	5,022,572	329,586
1953.....	6,112,749	5,926,487	186,262	1,076,699	937,758	138,941	7,189,448	6,864,245	325,203
1954.....	5,556,917	5,350,373	206,544	997,329	802,413	194,916	6,554,246	6,152,786	401,460
1955.....	7,915,359	7,661,023	254,336	1,216,837	1,024,134	192,703	9,132,131	8,685,157	447,039
1956.....	5,802,557	5,609,849	192,708	1,069,341	863,664	205,677	6,871,898	6,473,513	398,385
1957.....	6,095,991	5,935,359	160,632	1,068,056	855,562	212,494	7,164,047	6,790,921	373,126
1958.....	4,248,007	4,122,173	125,834	842,558	664,046	178,512	5,090,565	4,786,219	304,346

* Military trucks excluded from 1940 to 1945.
** 1946 to date excludes factory sales to all Federal government agencies.
SOURCE: U. S. Department of Commerce and Automobile Manufacturers Association.

Factory Sales of Special Motor Vehicle Types

	1952 Total	1953 Total	1954 Total	1955 Total	1956 Total	1957 Total	1958 Total
Station Wagons*	189,651	318,178	364,234	780,151	656,696	918,371	706,414
Motor Coaches‡							
City Type	2,624	2,402	2,647	2,615	2,832	2,290	1,975
Intercity Type	909	1,066	926	1,037	834	1,189	888
Special‡‡	1,842	589	545	371	398	354	153
School Bus Chassis	19,452	21,284	22,465	26,535	22,714	23,465	19,719
Trucks with Cab Over Engine	19,592	24,712	26,268	45,815	44,812	53,053	40,734
Trucks with Diesel Engines	13,165	10,872	10,546	16,876	25,797	24,455	25,172
Multi-Stop Delivery Trucks	18,493	19,246	19,507	23,853	26,736	24,296	22,362
Ambulances and Funeral Vehicles	2,662	3,034	2,880	2,661	2,281	2,917	2,452

‡ Does not include non-integral school buses.
‡‡ Includes integral school buses.
* Includes station wagons built on truck chassis.
SOURCE: Automobile Manufacturers Association.

4-Door Sedan Regains Leadership . . .

Body Style Options—'58 vs. '57

	Total Units, '58 Models	Pct. of '58 Model Output	Total Units, '57 Models	Pct. of '57 Model Output	Pct. of Change Between '58-'57 Models	Pct. of Change Between '58-'54 Models
2-door Sedan*	691,401	16.39	1,028,485	16.57	—0.18	—3.05
4-door Sedan	1,460,478	34.61	2,021,383	32.56	+2.05	—0.01
2-door Hardtop	685,864	16.25	1,181,495	19.03	—2.78	—2.62
4-door Hardtop	547,016	12.96	876,765	14.12	—1.16	+0.19
Convertible ..	185,604	4.40	254,315	4.10	+0.30	+1.03
Station Wagon	649,196	15.39	845,253	13.62	+1.77	+4.46

* Business coupes included in 2-door sedan figures.

Low-Priced Lines

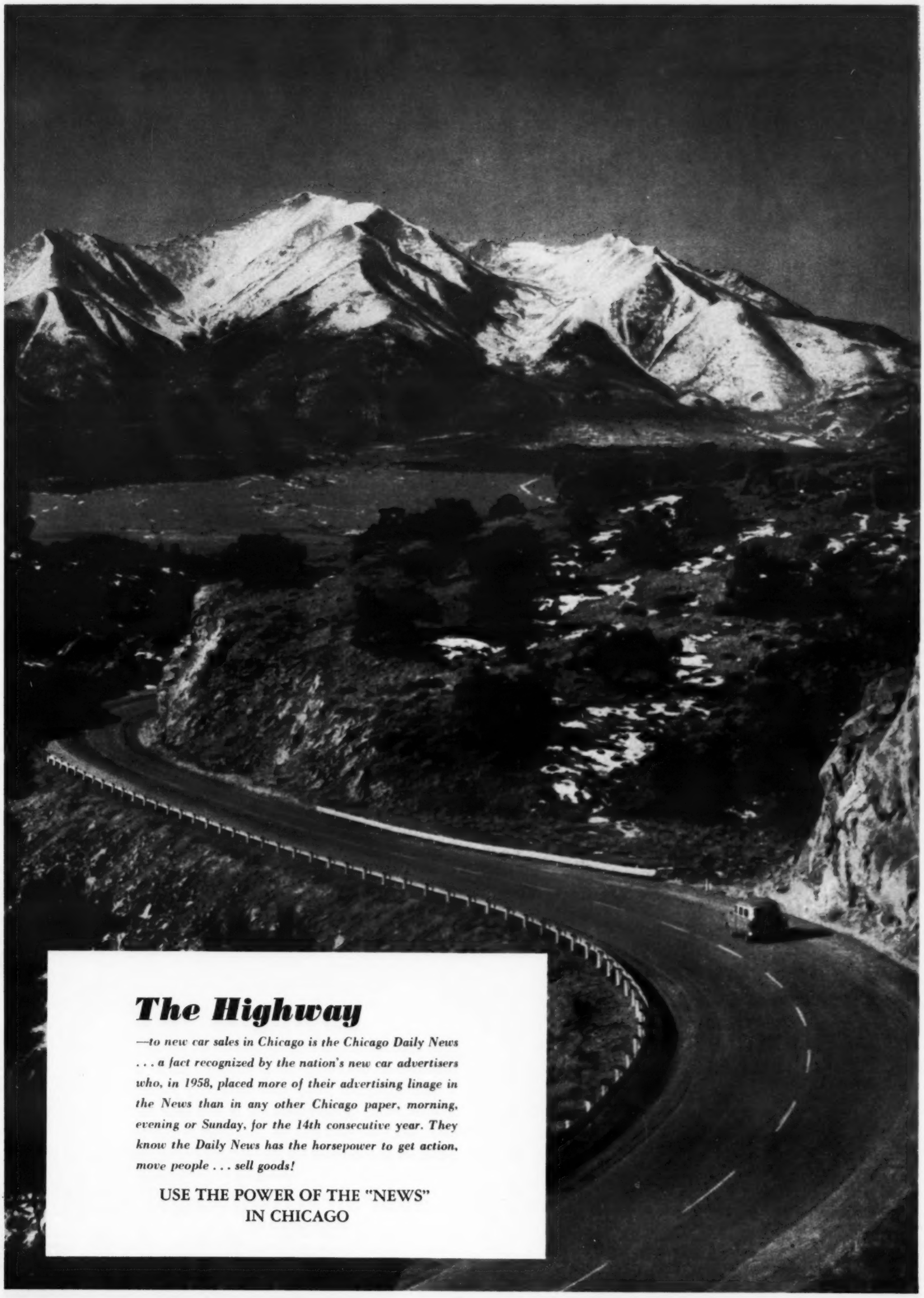
	Pct. of Industry Output, '58 Models	Pct. of Class Output, '58 Models	Pct. of Industry Output, '57 Models	Pct. of Class Output, '57 Models	Pct. Pt. Change Between '58 & '57 Industry Output	Pct. Pt. Change Between '58 & '57 Class Output
2-door Sedan	14.61	21.64	14.52	22.36	+0.09	—0.72
4-door Sedan	24.98	37.00	23.63	36.39	+1.35	+0.61
2-door Hardtop	8.30	12.29	9.03	13.91	—0.73	—1.62
4-door Hardtop	3.57	5.29	3.94	6.06	—0.37	—0.77
Convertible	2.97	4.39	2.63	4.04	+0.34	+0.35
Station Wagon	13.09	19.39	11.20	17.24	+1.89	+2.15

Medium-Priced Lines

	Pct. of Industry Output, '58 Models	Pct. of Class Output, '58 Models	Pct. of Industry Output, '57 Models	Pct. of Class Output, '57 Models	Pct. Pt. Change Between '58 & '57 Industry Output	Pct. Pt. Change Between '58 & '57 Class Output
2-door Sedan	1.78	6.22	2.05	6.50	—0.27	—0.28
4-door Sedan	9.41	32.94	8.63	27.42	+0.78	+5.52
2-door Hardtop	6.77	23.74	8.74	27.75	—1.97	—4.02
4-door Hardtop	7.16	25.08	8.42	26.77	—1.26	—1.68
Convertible	1.14	4.00	1.22	3.88	—0.08	+0.12
Station Wagon	2.30	8.02	2.42	7.68	—0.12	+0.34

High-Priced Lines

	Pct. of Industry Output, '58 Models	Pct. of Class Output, '58 Models	Pct. of Industry Output, '57 Models	Pct. of Class Output, '57 Models	Pct. Pt. Change Between '57 & '58 Industry Output	Pct. Pt. Change Between '57 & '58 Class Output
2-door Sedan	.....	.....	.....	.....	.....	.....
4-door Sedan	0.22	5.56	0.30	8.50	—0.08	—2.94
2-door Hardtop	1.18	30.06	1.26	35.32	—0.08	—5.26
4-door Hardtop	2.23	56.93	1.76	49.14	+0.47	+7.79
Convertible	0.29	7.45	0.25	7.04	+0.04	+0.41
Station Wagon	.....	.....	.....	.....	.....	.....



The Highway

—to new car sales in Chicago is the Chicago Daily News . . . a fact recognized by the nation's new car advertisers who, in 1958, placed more of their advertising linage in the News than in any other Chicago paper, morning, evening or Sunday, for the 14th consecutive year. They know the Daily News has the horsepower to get action, move people . . . sell goods!

USE THE POWER OF THE "NEWS"
IN CHICAGO

Cadillac

Unchallenged in the World's Affections!

If it could be said of any product of American craftsmanship that it is known and loved throughout the world—then it could surely be said of the Cadillac car.

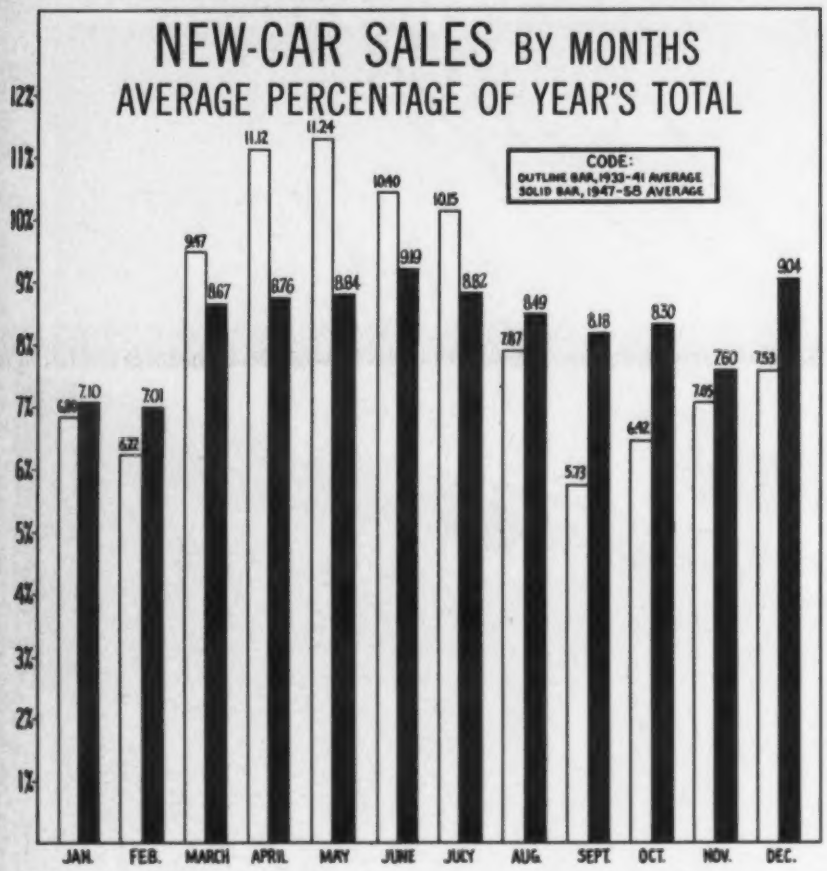
And the beautiful motor car that bears the Cadillac name for 1959 has deepened this sentiment to a still greater degree. As a result, the newest "car of cars" is enjoying a sales year unparalleled in its illustrious history.

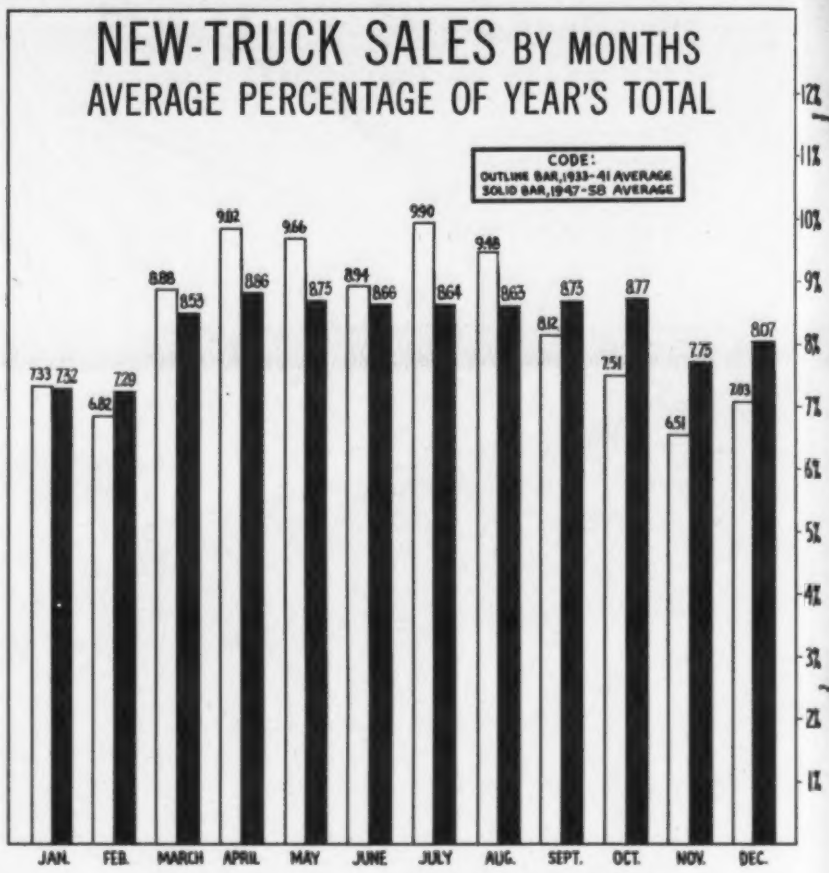
This unprecedented success can be translated into both immediate and long-range benefits to the Cadillac dealer and to his salesmen. And, because the base of Cadillac ownership is constantly broadening, the opportunities for future growth are bright and promising.

Never before has the news been as wonderful—or as rewarding—as it is in this Cadillac year of 1959!

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Every Window of Every Cadillac is Safety Plate Glass





New Passenger Car Registrations by Months, 1958-1957

All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.

MONTHS		Buick	Cadillac	Chevrolet	Chrysler	Continental	DeSoto	Dodge	Edsel	Ford	Hudson	Imperial	Lincoln	Mercury	Metropolitan	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Rambler	Studebaker	Miscellaneous	TOTAL
January	'58	27293	10853	104028	6266		5049	11667	5028	79738		1992	2904	10954	647		29679	250	32900	21641	8653	3516	18874	381932
	'57	35013	11809	101116	8206	67	8462	18442		110454	512	2233	3076	19215	585	1192	31787	363	41262	24015	5210	5051	9250	437320
February	'58	21343	9763	92339	4558		3917	9802	3559	71830		1244	2713	9689	673		24780	261	27066	18551	9055	2907	19530	333580
	'57	33299	10841	104228	8560	70	8412	18352		108672	539	2414	3148	20565	572	966	30593	536	43261	25199	5058	4260	9180	438725
March	'58	24561	11968	109085	5719		4638	11625	3316	86524		1372	2917	12626	928		28546	319	33720	21398	12221	3315	25703	400501
	'57	43312	13968	128596	11701	110	11543	25589		139070	729	3760	3984	27820	1011	1091	39132	777	60198	32950	7457	5731	14388	572912
April	'58	24724	12749	114510	5709		4699	12781	3491	86087		1455	2669	12912	1037		29581	355	36938	20707	14488	3740	29623	418255
	'57	38962	12804	126372	10269	87	10689	25235		134506	581	3602	3647	27154	852	1074	35228	628	56512	31340	8154	5433	15417	548546
May	'58	22951	11959	118515	5299		4322	11924	3355	89196		1253	2327	12590	1289		28819	252	36924	20700	16847	3808	31154	423484
	'57	35198	13165	134332	9973	89	9807	25332		139127	466	3441	3071	27118	1036	986	33699	534	58202	30359	9164	5129	16106	556324
June	'58	20662	10753	121000	4886		3886	10926	3254	87177		1125	1938	12100	1149		26678	235	34255	19361	17256	3656	30310	410607
	'57	32230	11147	127762	8554	74	8535	23183		131841	395	2839	2402	22398	1084	799	28856	480	56335	27718	8897	5573	15941	517043
July	'58	18073	10381	117954	5270		3845	11562	2664	86028		1136	1777	12723	1169		25334	228	35911	17835	17982	3458	32667	405097
	'57	31624	11435	135452	8896	41	8437	24991		137529	368	2827	2562	24489	1333	738	28932	469	59623	27380	9863	6742	19533	543264
August	'58	14324	9816	106423	4629		3588	10625	2146	82664		942	1604	11970	1177		21559	187	33896	16440	15622	3045	34418	375075
	'57	29757	11079	117744	8209	37	7750	22589		123632	265	2585	2644	22310	1336	611	28643	392	54926	25035	7326	5784	19185	491839
September	'58	16299	7752	86092	4287		3402	9629	1927	67961		884	1665	10063	1117		16688	189	29108	13702	11203	2856	36151	320975
	'57	28323	11931	123181	8934	23	7901	21183	7556	121154	269	2611	2777	21803	1361	728	29827	352	49857	25823	4973	4551	20089	495217
October	'58	19264	6118	69938	3820		3541	12805	1887	72436		844	1549	9526	1217		17800	153	30739	13707	19070	2596	37797	324807
	'57	24384	10579	114223	8361	20	8375	20467	8307	117175	175	2211	2602	19909	1017	563	24622	250	42655	24053	7539	4951	21357	463795
November	'58	21412	5935	61935	3534		3280	10998	3319	94828		1040	1633	7126	949		19999	77	27598	15003	19892	5057	35185	338800
	'57	26326	9152	103506	7101	816	7207	16599	5277	100934	134	2083	2319	12957	826	360	24203	191	35702	19871	8561	4866	17919	406910
December	'58	23965	14498	132558	4555		3692	11137	4535	123691		1514	2841	13842	891		37010	74	31719	30662	23891	9778	37347	517200
	'57	36125	13299	139786	7672	1056	6797	15526	5531	129523	163	2411	2576	14835	778	366	36074	217	36970	25976	9267	4494	21000	510442
GRAND TOTALS	'58	263871	122545	1233477	58532		47859	135481	38481	1028160		14801	26537	136121	12243		306473	2580	390774	229707	186180	47732	368759	4650313
	'57	394553	141209	1456288	106436	2490	103915	257488	26681	1493617	4596	33017	34808	260573	11791	9474	371596	5189	595503	319719	91469	62565	199365	5982342

New Commercial Car Registrations by Months, 1958-1957

All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.

MONTHS		Brockway	Chevrolet	Diamond T	Dodge	Ford	G.M.C.	International	Mack	Reo	Studebaker	White	Willys	Miscellaneous	TOTAL		MONTHS
January	'58	62	17649	193	3033	14616	3923	7522	845		390	810	1395	1930	52368	'58	January
	'57	51	20820	308	3881	13296	5175	7539	1016	238	697	1015	1873	1070	56979	'57	
February	'58	51	16885	251	2806	14045	3643	6403	681		274	899	1307	1891	49136	'58	February
	'57	37	22769	253	3320	18244	5101	6769	866	181	591	997	1802	1199	62129	'57	
March	'58	59	19378	227	3355	15343	3973	6833	880		372	1100	1557	2373	55450	'58	March
	'57	70	25166	300	4286	24860	5595	7808	1135	205	737	1211	1866	1429	74668	'57	
April	'58	85	21803	259	3308	17815	4890	8095	1109		439	1115	1836	2649	63403	'58	April
	'57	51	24225	323	4447	26346	5892	7344	1215	197	635	1228	1715	1820	75438	'57	
May	'58	70	23183	245	3271	17413	4733	7533	1125		424	1131	1446	2663	63237	'58	May
	'57	98	28125	268	4448	28276	5633	8580	1257	200	637	1246	1710	1792	82269	'57	
June	'58	69	23646	225	3123	19327	4392	6753	970		353	873	1479	2785	63995	'58	June
	'57	44	24735	267	3849	24529	4651	7015	1078	175	492	1078	1741	1675	71329	'57	
July	'58	74	23177	276	3276	17950	4837	7440	1201		396	997	1566	2711	63901	'58	July
	'57	57	27725	308	4015	25600	5292	9281	1257	190	540	1165	1806	1881	79117	'57	
August	'58	70	23703	261	2959	18381	5275	7434	885		311	909	1677	3044	64909	'58	August
	'57	55	27409	305	4096	24442	5341	8897	1171	157	506	1154	1726	1794	77053	'57	
September	'58	106	19409	226	2672	18113	5215	8073	1131		298	961	2071	3401	61676	'58	September
	'57	58	27380	240	4173	25524	5275	9213	1072	143	461	898	1721	1998	78156	'57	
October	'58	106	16550	295	2254	15927	4850	8528	1208		222	1097	2556	3483	57076	'58	October
	'57	80	23269	327	3877	28072	5105	9080	1265	140	440	1047	2020	2177	76899	'57	
November	'58	99	15219	242	2740	17831	4571	7460	838		276	1192	2488	2962	55918	'58	November
	'57	79	18987	261	4789	19331	4629	7896	958	119	403	737	1884	1815	61888	'57	
December	'58	108	26568	230	4176	21713	5564	7607	989		363	1038	3126	3182	74664	'58	December
	'57	58	20350	312	4250	18781	4476	7534	1022	122	408	715	2141	1991	62160	'57	
Grand Totals	'58	959	247347	2931	36972	208396	56006	89721	11878		4118	12151	22501	33094	726074	'58	Grand Totals
	'57	738	290960	3472	49431	277301	62165	96956	13312	2067	6547	12491	22005	20640	858085	'57	

Not all monthly figures for 1958 will add up to the grand totals because of incomplete audit of Oregon figures by R. L. Polk & Co.

Look!

No compromise with comfort in the Ford Family of Fine Cars

No jutting pillars to guard against when you get in and out.

No lack of comfortable seating space even for the man in the middle.

No uncomfortably low roof line to make you duck your head.

No squirm, No squeeze, No squash

in Ford, Edsel, Mercury, Lincoln

Measure any of the 1959 Ford Family of Fine Cars against other cars. You'll be amazed at the difference in interior spaciousness and ease of entry and exit.

That's because at Ford Motor Company we design cars to fit people. Not people to fit cars.

We know Americans love their comfort. They hate to be hemmed in. That's why we've done everything possible to provide more head room, more elbow room than ever before.

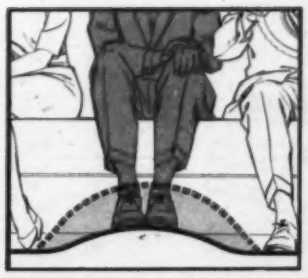
See for yourself. Visit any of our dealers' showrooms. Compare and be convinced. There's no compromise with comfort in the Ford Family of Fine Cars.

FORD MOTOR COMPANY
The American Road, Dearborn, Michigan

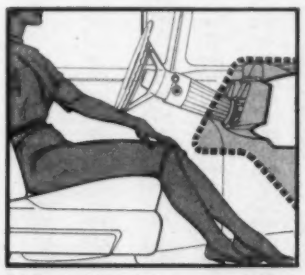
Make these comparisons with any competitive car

Door openings have been widened up to six (6) inches. Makes getting in and out much easier. No jutting door post blocks the way.

See how much more head room there is in the Ford Family of Fine Cars. Even 6-footers can sit up straight without touching the top.



A break for the "middle man"—the floor hump has been cut way down to provide plenty of leg room for center passengers, front and rear.



Look at all the knee room up front. No overhanging instrument panel to crowd front seat passengers. You look over—not at—the hood.

Notice how many new cars you have to step down into? Like getting into a bathtub. You'll find no high hurdles in the Ford Family of Fine Cars.

Seats in the Ford Family of Fine Cars let you sit higher. You sit in a natural position—not so low that your legs shove uncomfortably forward.

FORD · THUNDERBIRD · EDSEL · MERCURY · LINCOLN · CONTINENTAL MARK IV

NEW PASSENGER CAR REGISTRATIONS 12 MONTHS' TOTAL, 1958-1957

Car registrations by states as compiled by R. L. Polk and Co.		Rambler	Metropolitan	AM. MOTORS TOTAL	Chrysler	Imperial	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Edsel	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	G. M. TOTAL	Packard	Studebaker	S-P TOTAL	Miscellaneous	TOTAL
Alabama	'58	1701	158	1859	619	138	456	1412	4288	6913	14263	495	247	1515	16520	3948	1151	16563	3778	2829	28269	10	418	428	4388	58377
	'57	895	121	1016	1085	286	851	2548	6370	11140	22797	319	314	3447	26877	5944	1238	24175	4621	3903	39881	29	491	520	2104	81538
Arizona	'58	1029	80	1109	309	118	186	755	1979	3347	5510	328	217	862	6917	1227	692	7204	1457	1267	11847	15	206	221	3430	26871
	'57	615	101	716	526	205	355	1106	3064	5256	9313	244	264	1637	11458	1991	918	9185	2129	1834	16057	24	419	443	1832	35762
Arkansas	'58	854	68	922	247	52	232	871	2413	3815	8212	218	108	893	9431	1682	610	9127	1985	1491	14895	16	299	315	1322	30700
	'57	439	40	479	369	104	418	1777	3660	6328	12385	97	160	2195	14837	2478	715	11700	2375	2194	19462	17	396	413	430	41949
California	'58	16910	2014	18924	5272	1960	3680	14170	37018	62100	94560	3575	3211	12100	113446	17751	14186	107946	21025	17314	178222	224	3607	3831	74065	450588
	'57	8153	2714	10867	9999	4126	8617	24300	50851	97893	145168	3136	4732	24382	177418	28864	17314	126207	30537	26666	229588	392	4771	5163	50256	571185
Colorado	'58	2565	101	2666	578	151	424	1603	3663	6419	10149	437	248	1678	12512	2172	1063	13695	2676	2167	21773	26	452	478	4823	48671
	'57	1550	163	1713	937	284	708	2439	5478	9846	13609	364	368	2726	17067	3245	1140	13642	3173	2755	23955	83	617	700	1730	55011
Connecticut	'58	3801	213	4014	1030	202	736	2088	6743	10799	13988	545	436	1708	16677	2802	1832	15450	3924	3313	27321	44	819	863	9734	69488
	'57	2394	264	2658	1847	558	1592	4632	9746	18375	20307	432	664	3113	24516	5145	2169	18045	5072	5224	35655	92	1075	1167	5664	88035
Delaware	'58	489	48	537	227	49	196	405	1790	2667	3361	123	61	421	3966	680	416	4663	959	803	7521	6	108	114	1191	15996
	'57	165	18	183	377	85	285	795	2305	3847	4634	52	138	903	5727	1142	484	4843	1134	1323	8926	13	170	183	400	19266
District of Columbia	'58	625	66	691	450	121	225	728	2417	3941	3977	81	131	594	4783	754	685	5373	1245	1074	9131	17	148	165	2521	21232
	'57	309	65	374	501	173	432	1218	2801	5125	5326	68	198	1023	6615	1244	752	5617	1629	1592	10834	25	139	164	1216	24328
Florida	'58	5457	862	6469	1507	678	1278	3379	11920	18762	34032	1033	1375	4066	40506	8103	5840	40191	9151	5960	69245	53	1055	1108	25856	161946
	'57	2723	675	3398	2430	1332	2488	6674	17470	30394	47666	814	1724	7527	57731	12150	6469	49546	10777	7533	86475	117	1285	1402	11698	191098
Georgia	'58	2147	547	2694	786	159	581	1942	6367	9835	21202	542	309	1863	23916	4527	1718	24078	5113	4221	39657	47	670	717	7299	84118
	'57	936	169	1105	1288	323	979	3376	8099	14065	32622	320	453	4003	37398	6734	1981	30401	6183	6524	51823	68	834	902	2590	107883
Idaho	'58	1213	33	1246	217	58	159	524	1357	2315	3358	188	117	614	4277	962	449	3946	1070	1038	7465	16	264	280	1677	17260
	'57	758	46	804	333	106	365	945	1820	3569	4098	123	133	945	5299	1582	488	4424	1193	1221	8908	21	362	383	698	19661
Illinois	'58	14612	290	14902	4210	1052	3113	7121	24338	39834	67567	2427	2241	9630	81865	21371	9828	93394	24550	16930	166073	202	3745	3947	12293	318914
	'57	8982	341	9323	7411	2267	6326	13624	38050	67678	95814	1564	2939	16789	117106	30079	10925	100273	28200	22481	191958	387	4678	5065	7393	398523
Indiana	'58	5064	149	5203	1452	403	1462	3512	10260	17089	29018	1529	700	3600	34847	8857	3266	32363	10092	6395	60973	156	2942	3098	5455	126468
	'57	3104	181	3285	3111	944	3333	7547	18161	33096	46705	969	1065	7988	56727	15074	3923	43065	12782	10438	85282	251	4267	4518	2490	185398
Iowa	'58	3479	40	3519	892	146	567	2150	5743	9498	20244	748	272	2579	23843	4592	1364	24006	5086	4554	39602	24	895	919	2230	79611
	'57	1577	37	1614	1301	271	1199	3446	7908	14125	22760	430	374	3990	27554	6164	1486	23541	5293	4718	41202	75	1028	1103	1076	86674
Kansas	'58	2840	136	2976	744	130	669	2044	5388	8975	17128	730	286	2033	20177	4333	1293	19777	4255	3807	33465	41	727	768	2925	69286
	'57	1553	114	1667	1159	261	1195	3093	6845	12553	20875	387	340	3736	25338	5446	1546	22597	5139	4513	39241	68	896	964	1232	80995
Kentucky	'58	1260	109	1369	504	100	409	1290	4166	6469	11716	561	197	1750	14224	3290	975	14658	3735	2592	25250	35	371	406	1975	49693
	'57	667	78	745	882	227	839	2415	6676	11039	19630	389	245	3204	23468	5530	1112	21088	4916	3972	36618	52	517	569	695	73134
Louisiana	'58	1214	312	1526	490	128	432	1491	4300	6841	19075	508	319	1989	21891	3725	1477	22244	5104	3690	36240	17	571	588	4336	71422
	'57	669	172	841	1102	383	1057	2930	7866	13338	28537	436	412	4101	33486	5428	1690	29823	6256	6116	49313	49	727	776	1231	98985
Maine	'58	1257	68	1325	218	43	221	732	1994	3208	5700	171	87	717	6675	1181	460	5985	1050	1192	9868	19	361	380	2512	23968
	'57	1012	73	1085	308	72	420	1031	2676	4507	6398	71	147	1111	7727	1705	475	6485	1261	1554	11480	25	442	467	1250	26516
Maryland	'58	2871	306	3177	1217	239	984	2947	9046	14433	17386	546	291	2150	20373	4010	1616	24161	4542	3996	38325	39	758	797	6989	84094
	'57	1238	177	1415	1879	480	1545	5298	13504	22706	23684	346	410	3708	28148	5353	1797	26138	5832	5969	45089	111	954	1065	2701	101124
Massachusetts	'58	7693	326	8019	1517	335	1441	3485	11110	17858	25050	658	680	2904	29292	6209	2897	26440	8037	5073	48656	55	844	899	10679	115403
	'57	4891	320	5211	2869	869	2954	6135	15317	28144	33861	479	1003	5819	41162	9314	3267	31384	10804	7746	62515	110	1068	1178	6557	144767
Michigan	'58	11121	694	11815	2542	664	2708	7282	20783	33979	61840	3380	1858	10752	77830	15695	7603	70488	19628	14326	127740	74	2091	2165	11788	265317
	'57	6342	725	7067	5774	1894	7628	17476	39811	72583	94584	2364	3270	18924	119142	24417	10326	80443	22072	19172	156430	166	2709	2875	7716	365813
Minnesota	'58	4987	29	5016	1190	252	964	2697	8194	13297	22811	921	427	2889	27048	5963	1900	26831	6775	5423	46892	65	1364	1429	3493	97175
	'57	3083	53	3136	2028	465	1971	5000	11553	21017	32322	621	631	5486	39060	8518	2112	30272	8571	6100	55573	119	1795	1914	1649	122349
Mississippi	'58	691	81	772	303	70	233	628	2130	3364	8511	217	95	668	9491	2241	582	9956	2186	1718	16633	7	331	338	1507	32188
	'57	220	27	247	457	141	481	1165	3517	5761	13048	128	148	1766	15090	3170	741	14183	2720	2695	23509	26	486	512	486	45605
Missouri	'58	3488	199	3687	1023	279	1125	3582	10124	16133	28591	818	472	2822	32703	6454	2600	36163	7185	5676	58078	56	1216	1272	5620	117493
	'57	1934	147	2081	1754	562	2311	5312	15250	25189	37165	419	628	5566	43778	8577	2814	41054	8590	7766	68801	123	1597	1720	2046	143615
Montana	'58	1172	11	1183	285	80	170	644	1451	2630	4191	250	111	628	5180	1141	456	4841	1138	889	8465	10	360	370	1344	19172
	'57	756	46	802	404	152	324	1176	2120	4176	5427	127	122	1041	6717	1586	557	5696	1453	1068	10360	28	393	421	956	23432
Nebraska	'58	1537	24	1561	467	103	259	1111	3407	5347	10950	267	177	1308	12902	2087	748	12407	2477	2154	19873	29	417	446	1728	41657
	'57	710	19	729	608	189	402	1345	3758	6302	12983	223	171	2191	15568	3231	823	12416	2525	2153	21148	52	511	563	526	44836
Nevada	'58	204	19	223	138	37	128	269	616	1188	1844	173	122	375	2514	350	312	1831	531	491	3515	10	130	140	2126	9786
	'57	69	26	95	213	93	212	366	878	1762	2515	48	140	629	3332	588	335	2154	732	683	4492	14	205	219	858	10758
New Hampshire	'58	1053	39	1092	169	27	94	436	1256	1982	3088	92	71	384	3635	634	285	3835	641	677	6072	3	213	216	1972	14969
	'57	723	55	778	258	56	270	818	1781	3183	4096	72	109	725	5002	969	320	4519	905	1073	7786	12	338	350	1110	18209
New Jersey	'58	7171	488	7659	3873	970	2842	6417	19690	33792	34979	1478	1284	4936	42677	10390	6561	45771	12719	9764	85205	129	1870	1999	15374	186706
	'57	3558	407	3965	6557	2062	6460	12343	27056	54478	48453	967	1735	9015	60170	13680	6826	47159	13773	11308	92746	257	2648	2905	7178	221442
New Mexico	'58	780	59	839	271	67	249	703	1570	2860	4692	250	119	724	5785	1317	453	6066	1352	1170	10358	9	235	244	1643	21729
	'57	394	60	454	479	125	426	1094	2083	4207	6733	150	163	1220	8266	1674	561	7490	1644	1652	13021	21	319	340	903	27191
New York	'58	17467	862	18329	7481	1827	5623	14173	40163	69267	79348	2784	2944	12297	97373	24882	14606	99790	35042	21600	195920	250	4615	4865	38986	424740
	'57	9891	1017	10908	14725	4275	13029	29726	60473	122228	116559	2127	4101	24553	147340	36349	15501	113782	37879	29427	232938	510	5654	6164	24989	544567
North Carolina	'58	2116	179	2295	897	145	780	1998	5807	9627	20979	544	276	1762	23561	4841	1738	19185	4835	3948	34447	41	752	793	4492	75215
	'57	1178	164	1342	1523	315	1435	3240	8571	15084	29577	356	420	3718	34071	7273	1964	25751	6186	5446	46620	75	964	1039	1337	99493
North Dakota	'58	907	7	914	349	59	200	652	1772	3032	4774	244	100	592	5710	971	256	5081	1182	783	8273	8	248	256	525	18710
	'57	610	21	631	447	93	358	1009	1948	3855	6569	126	120	984	7799	1196	309	6327	1403	881	10116	26	314	340	255	22996
Ohio	'58	9903	862	10765	3394	785	3398	10053	23947	41577	62471	2399	1608	9871	76349	17501	6579	69550	19295	14705	127630	170	2887	3057	13603	272981
	'57	5308	632	5940	7293	2039	7761	21310	41625	80028	94616	1960	2262	18755	117593	27773	8052	84560	24217	22243	166845	355	3630	3985	6509	380900
Oklahoma	'58	1973	134	2107	437	115	399	1340	4124	6415	14075	376	273	1616	16340	3543	1329	18225	4021	3328	30446	22	616	638	2991	58937
	'57	1026	93	1119	724	270	897	2309	6178	10378	20342	255	300	3253	24150	4756	1557	20065	4830	3988	35196	60	711	771	1411	73025
Oregon*	'58	3438	56	3494	389	158	461	1123	3633	5764	10872	511	236	1623	13242	2270	860	13244	2490	2511	21375	17	760	777	8308	53168
	'57	1825	241	2066	889	284	1157	2605	4946	9881	14922	398	403	2734	18457	3678	1150	16082	3336	3285	27531	73	943	1016	4777	63729
Pennsylvania	'58	10698	575	11273	4967	959	4288	10603	30395	51212	52855	2201	1459	8918	65433	16661	7805	74828	18426	13867	131587	272	3298	3570	15471	278546
	'57	6918	518	7436	8969	2441	9290	20710	48806	90216	77320	1317	2173	17013	97823	26469	8703	85933	22319	20823	164247	515	4837	5352	9391	374465
Rhode Island	'58	1391	120	1511	270	84	208	442	1948	2944	4967	122	131	385	5605	856	592	3888	1119	608	7063	12	136	148	2205	19476
	'57	887	64	951	462	170	431	934	2573	4570	6196	124	160	688	7168	1254	624	4774	1497	1043	9192	28	208	236	1213	23330
South Carolina	'58	1057	181	1238	328	60	289	855	2922	4454	9022	247	126	999	10394	2488	658	9453	1876	1814	16289	9	287	296	3466	36137
	'57	388	94	482	581	116	616	1312	4436	7061	14060	166	142	1852	16220	3959	879	12661	2620	2527	22646	21	385	406	946	47761
South Dakota	'58	975	13	988	277	52	202	603	1545	2679	5502	187	64	557	6310	1103	297	5816	1261	1066	9543	13	271	284	575	20379
	'57	578	6	584	298	55	277	847	1740	3217	6016	65	86	838	7005	1315	312	5821	1183	978	9609	23	347	370	263	21048
Tennessee	'58	2194	209	2403	553	114	593	1788	4931	7979	15769	593	245	1592	18199	4239	1263	18468	4364	3115	31449	31	614	645	2824	63499
	'57	1046	109	1155	983	296	1136	3284	7670	13369	25439	393	328	3717	29877	6829	1474	24591	5233	4936	43063	48	716	764	979	89207
Texas	'58	5283	854	6137	2523	783	1757	5619	18025	28707	65143	1740	1137	6824	74844	16881	6531	83389	19796	13249	139846	86	2247	2333	15680	267547
	'57	3005	480	3485	4581	1761	4155	10732	31663	52892	99456	1361	1398	14895	117110	23165	7511	101668	23870	18004	174218	143	2483	2626	5734	356065
Utah	'58	880	23	903	255	65	309	593	1569	2791	4863	258	115	930	5266	1117	498	5060	1278	1017	8970	10	131	141	2111	20182
	'57	482	10	492	460	147	582	966	2278	4433	5900	103	178	1340	7521	1647	555	5148	1657	1384	10391	21	266	287	1117	24241
Vermont	'58	693	25	718	151	21	102	344	943	1561	2527	56	35	276	2894	561	199	3004	423	533	4720	6	187	193	1520	11606
	'57	531	59	590	202	37	129	523	1179	2070	3229	28	53	488	3798	907	228	3313	625	728	5801	12	236	248	906	13413
Virginia	'58	2710	248	2958	1137	222	1020	2646	8788	13833	21548	790	430	2808	25576	4828	1715	22100	4420	4817	37880	40	814	854	8608	89709
	'57	1686	253	1939	1749	446	1908	4228	11997	20328	30149	416	525	5101	36191	7239	2072	30206	5860	7422	52799	127	1163	1290	3576	116123
Washington	'58	3422	172	3594	565	146	532	1720	4183	7146	13204	607	341	1778	15930	2482	920	13486	2725	2581	22194	31	718	749	8490	58103
	'57	2507	395	2902	1060	313	1090	3229	6171	11863	18445	364	432	2644	21885	4030	1165	18293	3459	3629	30576	63	959	1022	5628	73876
West Virginia	'58	978	56	1034	499	101	398	1073	2690	4761	7598	571	142	1129	9440	2215	589	8199	2214	1732	14949	46	413	459	1876	32519
	'57	740	59	799	938	233	846	2734	5544	10295	14048	263	202	2643	17156	3759	737	14257	2804	3205	24762	112	858	970	987	54969
Wisconsin	'58	9935	86	10021	1192	252	978	3172	7177	12771	24352	827	551	2764	28494	7209	2518	28346	7588	5971	51632	55	1163	1218	4048	108184
	'57	6254	130	6384	2127	576	2162	5913	10286	21064	34357	598	713	5791	41459	10905	2812	32324	9442	7120	62603	138	1635	1773	2415	135698
Wyoming	'58	535	12	547	121	42	107	276	691	1237	2098	135	55	348	2636	778	274	2912	702	568	5231	7	88	95	685	10431
	'57	260	12	272	179	55	213	453	945	1845	2902	102	102	656	3762	1028	300	3167	885	704	6084	12	119	131	261	12355
12 Months' Total 48 States	'58	186180	12243	198423	58532	14801	47859	135481	390774	647447	1028160	38481	26537	136121	1229299	263871	122545	1233477	306473	229707	2156073	2580	47732	50312	368759	4650363
	'57	105539	11791	117330	106436	33017	103915	257488	595503	1096359	1493617	26681	37298	260573	1818169	394553	141209	1456288	371596	319719	2683365	5189	62565	67754	199365	5982342

"The information contained in this report has been compiled from official state documents. Every reasonable precaution has been exercised to insure accuracy of this report to the extent of the registrations received and tabulated at the time the report is published. R. L. Polk & Co. cannot assume any liability by reason of inaccuracies or omissions."—R. L. Polk & Co.

*1958 figures for Oregon are preliminary.
The 1957 figures for Nash and Hudson are included in the Rambler total.
The 1957 figures for Continental are included in the Lincoln total.

NEW COMMERCIAL CAR REGISTRATIONS, 12 MONTHS' TOTAL, 1958-1957

Truck registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.		Brockway	Chevrolet	Diamond T	Dodge	Ford	G. M. C.	International	Mack	Studebaker	White	Willys	Misc.	TOTAL		Truck registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.
Alabama	'58		5511	31	572	3681	1442	1684	542	26	130	148	526	14293	'58	Alabama
	'57	1	6761	45	656	5283	1836	1683	486	29	301	117	170	17368	'57	
Arizona	'58		3088	11	487	2484	880	656	31	38	45	297	410	8427	'58	Arizona
	'57		3371	10	604	3180	961	810	37	75	72	258	302	9680	'57	
Arkansas	'58		4679	19	473	3512	1004	1310	95	56	83	105	85	11421	'58	Arkansas
	'57		5233	31	610	4931	1261	1502	101	106	47	98	30	13950	'57	
California	'58		25173	170	3607	24801	4445	5272	255	392	711	1596	6229	72651	'58	California
	'57	1	32622	251	5660	33112	5821	6195	306	645	792	1822	4763	91990	'57	
Colorado	'58		4099	20	752	3389	1040	1246	92	70	83	845	286	11922	'58	Colorado
	'57		3881	25	682	4009	1082	1370	125	89	123	806	203	12395	'57	
Connecticut	'58	28	1807	32	354	1307	592	856	140	27	251	513	657	6564	'58	Connecticut
	'57	20	2069	67	576	2150	501	1118	245	57	283	337	377	7800	'57	
Delaware	'58	4	757	44	130	449	129	368	133	6	109	55	82	2266	'58	Delaware
	'57	7	869	69	186	601	211	376	84	15	86	46	40	2590	'57	
District of Columbia	'58		669	28	110	715	221	202	51		18	51	170	2235	'58	District of Columbia
	'57		878	3	97	654	194	266	48	3	38	58	89	2328	'57	
Florida	'58	1	7322	123	757	6743	1881	2282	554	119	638	1041	1973	23434	'58	Florida
	'57	1	9069	121	1197	9256	1789	2320	632	190	544	1103	1107	27329	'57	
Georgia	'58		6351	86	769	5671	1404	1897	339	66	227	209	566	17585	'58	Georgia
	'57		7851	85	823	7693	1803	2192	335	120	338	211	213	21664	'57	
Idaho	'58		2034	10	371	1419	629	1006	33	93	34	319	201	6149	'58	Idaho
	'57		2006	2	486	1783	613	868	19	128	24	396	99	6424	'57	
Illinois	'58		9790	329	1558	8834	2235	5259	452	188	489	637	1145	30916	'58	Illinois
	'57		11262	405	1888	11317	2408	5391	515	313	566	645	750	35460	'57	
Indiana	'58	1	5820	82	949	4893	1313	2877	449	306	455	295	539	17979	'58	Indiana
	'57	1	7231	164	1399	7639	1518	3550	349	428	724	295	457	23755	'57	
Iowa	'58		5467	200	653	4515	858	2521	109	83	123	131	326	14986	'58	Iowa
	'57		4514	125	704	4717	834	2496	96	97	144	131	234	14092	'57	
Kansas	'58		5415	56	553	4593	1035	1894	55	97	99	324	213	14334	'58	Kansas
	'57		4792	53	532	4891	863	1559	47	119	153	219	91	13319	'57	
Kentucky	'58		4291	19	582	3216	1087	1395	122	40	124	272	189	11337	'58	Kentucky
	'57		5559	30	717	4827	1373	1560	131	88	148	313	98	14844	'57	
Louisiana	'58		6915	66	541	5512	1314	1619	192	50	116	194	481	17000	'58	Louisiana
	'57		8793	56	839	7458	1298	1872	222	93	179	233	191	21234	'57	
Maine	'58	14	1294	15	199	1053	402	867	71	50	50	363	202	4580	'58	Maine
	'57	8	1400	6	295	1433	440	908	98	60	45	418	119	5230	'57	
Maryland	'58	32	2841	26	611	2287	622	1162	218	28	202	238	412	8679	'58	Maryland
	'57	35	3605	23	872	3193	641	1217	265	63	269	178	187	10548	'57	
Massachusetts	'58	57	2393	16	596	2594	831	1241	270	31	336	610	730	9705	'58	Massachusetts
	'57	43	3019	66	822	3812	987	1645	279	57	426	668	494	12318	'57	
Michigan	'58	8	7676	116	1624	7344	1739	1958	336	106	370	691	1226	23187	'58	Michigan
	'57		10039	228	2559	11305	2298	2296	290	167	436	721	711	31050	'57	
Minnesota	'58		4498	68	731	4745	989	2338	146	136	84	188	458	14381	'58	Minnesota
	'57		4980	69	899	6017	980	2425	137	209	136	276	265	16393	'57	
Mississippi	'58		4724	12	428	3782	1069	1346	77	42	31	104	144	11759	'58	Mississippi
	'57		5687	9	480	4684	1098	1626	94	106	22	145	68	14019	'57	
Missouri	'58		7988	78	766	5817	1816	2513	246	100	308	280	428	20340	'58	Missouri
	'57		8412	64	814	6680	1894	2529	162	153	409	194	246	21557	'57	
Montana	'58		1746	8	407	1664	470	1216	49	68	49	506	196	6379	'58	Montana
	'57		2118	12	418	1895	538	1243	72	106	44	557	159	7162	'57	
Nebraska	'58		3324	138	406	2778	719	1736	99	46	149	297	263	9955	'58	Nebraska
	'57		2904	97	386	2870	644	1552	112	58	134	209	127	9093	'57	
Nevada	'58		763	1	166	625	194	300	17	31		108	317	2522	'58	Nevada
	'57		1166	5	131	967	211	198	9	68	2	128	159	3044	'57	
New Hampshire	'58	5	755	4	182	546	201	370	74	36	28	301	295	2817	'58	New Hampshire
	'57	4	929	6	219	841	292	472	100	38	39	288	144	3372	'57	
New Jersey	'58	197	4957	151	1113	4126	1731	2003	566	40	691	998	1450	18023	'58	New Jersey
	'57	141	6716	147	1812	6028	1861	2275	787	97	661	538	860	21923	'57	
New Mexico	'58		3242	12	599	2307	927	710	87	41	69	299	125	8418	'58	New Mexico
	'57		4213	14	445	2811	986	913	147	72	115	285	87	10088	'57	
New York	'58	418	9440	128	2407	8512	2691	6160	1082	136	1158	2379	3038	37549	'58	New York
	'57	320	12338	212	4232	12139	3371	6407	1256	294	1463	2049	2148	46229	'57	
North Carolina	'58		6284	99	770	5713	1367	1900	529	89	397	329	421	17898	'58	North Carolina
	'57		8204	88	951	6531	1726	1913	730	134	350	263	175	21065	'57	
North Dakota	'58		1367	13	325	1384	302	1246	11	41	5	55	68	4817	'58	North Dakota
	'57		1475	1	298	1751	320	1187	5	45	5	61	34	5182	'57	
Ohio	'58	12	8344	170	1604	7942	2286	3706	544	147	827	770	1338	27690	'58	Ohio
	'57	2	10367	212	2557	12377	2428	4612	753	279	1076	1081	918	36662	'57	
Oklahoma	'58		6952	16	615	5376	1211	1812	129	89	173	163	213	16749	'58	Oklahoma
	'57		6913	17	625	6176	1307	1886	112	96	239	188	139	17698	'57	
Oregon*	'58		3450	10	486	2494	1007	1560	156	96	147	570	1059	11035	'58	Oregon*
	'57		4106	29	726	3745	1079	1578	186	196	293	686	857	13481	'57	
Pennsylvania	'58	180	9258	185	2562	7508	2422	4841	1339	260	921	2028	1904	33408	'58	Pennsylvania
	'57	147	11014	186	3525	11542	2769	5602	1577	425	1041	1666	842	40336	'57	
Rhode Island	'58	4	750	7	183	1144	189	294	81	7	41	61	203	2964	'58	Rhode Island
	'57	1	1210	17	324	773	179	336	92	3	93	61	114	3203	'57	
South Carolina	'58	1	3036	1	350	2289	520	695	214	28	131	106	263	7634	'58	South Carolina
	'57		3567	2	393	3108	591	722	157	40	93	106	102	8881	'57	
South Dakota	'58		1589	16	319	1576	402	1247	17	66	19	194	114	5559	'58	South Dakota
	'57		1372	11	277	1505	378	1232	22	44	13	220	53	5127	'57	
Tennessee	'58		4896	25	604	3948	1298	1441	387	44	316	183	313	13455	'58	Tennessee
	'57		5796	44	758	5102	1321	1723	311	70	421	162	118	15826	'57	
Texas	'58		28355	133	2249	19496	4255	6468	619	322	1236	925	884	64942	'58	Texas
	'57		29926	177	2538	25363	4046	6572	857	342	1253	853	437	72364	'57	
Utah	'58		1456	10	441	1334	539	723	51	27	71	172	214	5038	'58	Utah
	'57		1703	27	390	1603	467	732	47	48	63	219	187	5486	'57	
Vermont	'58	2	634	4	107	546	253	406	29	21	19	348	155	2524	'58	Vermont
	'57	4	800	8	155	762	263	426	33	39	6	376	88	2960	'57	
Virginia	'58	2	4752	31	806	4033	915	1649	355	82	201	466	513	13805	'58	Virginia
	'57	2	6428	16	1317	5620	1187	1872	402	182	333	499	243	18101	'57	
Washington	'58		3335	24	720	3015	1046	1505	82	72	69	352	1055	11275	'58	Washington
	'57		4679	74	944	4123	1207	1503	166	150	137	443	656	14082	'57	
West Virginia	'58		2297	26	526	2022	687	773	115	71	100	656	217	7490	'58	West Virginia
	'57		2941	20	636	2743	881	943	69	120	134	611	126	9224	'57	
Wisconsin	'58		4512	54	640	3583	976	2597	208	80	191	381	696	13918	'58	Wisconsin
	'57		4878	31	746	5073	1009	2639	158	139	204	383	517	15777	'57	
Wyoming	'58		1251	8	212	1059	421	594	30	28	27	348	102	4080	'58	Wyoming
	'57		1294	12	231	1228	432	644	49	52	41	385	46	4414	'57	
12 Months' Total, All States*	'58	959	247347	2931	34972	208396	56006	89721	11878	4118	12151	22501	33094	726074	'58	12 Months' Total, All States*
	'57	738	290960	3472	49431	277301	62165	96956	13312	6547	14558	22005	20640	858085	'57	

"The information contained in this report has been compiled from official state documents. Every reasonable precaution has been exercised to insure accuracy of this report to the extent of the registrations received and tabulated at the time the report is published. R. L. Polk & Co. cannot assume any liability by reason of inaccuracies or omissions."—R. L. Polk & Co.
*Preliminary

A LEADING NEW YORK NEWSPAPER QUOTES A BIG "3" ANALYST:

"...A market for 2,000,000 small United States-built economy cars within a couple of years is not at all unrealistic."

Yes, The Industry Trend Proves:

THE SKY'S THE LIMIT FOR RAMBLER SALES...

But there's time for you to get in on the ground floor... be First with America's No. 1 compact car...Rambler!

● *No. 1 in Sales Gains!*

Rambler sales in the 1959 model year to date are nearly 2½ times last year's record-breaking pace—and still soaring! Latest registration figures from all over the country show that in state after state, Rambler outsells all but two other makes. Official records prove Rambler is the sales success car of the year.

● *No. 1 in Experience!*

American Motors pioneered aircraft-type Single Unit Engineering that made possible a compact car with big car room for six adults. Nineteen years of experience in building Single Unit cars stand behind every Rambler. And American Motors has nearly a decade of experience in marketing this *different* type of car.

● *No. 1 in Dealer Profits!*

Rambler dealers from coast-to-coast averaged profits nine times greater than the industry as a whole.* Rambler is easier to sell because more people want to buy Rambler. Millions know Rambler has proved dependability, proved economy, proved higher resale value.

(**Profit as percent of sales, as reported in Automotive News, February 9, 1959*)

● *No. 1 in Quality!*

Consumer surveys prove Rambler owners are happier, have fewer complaints than owners of other low-price makes. This quality means more sales, easier sales, repeat sales. Rambler dealers who formerly sold one of the other bigger makes report Rambler "pre-delivery" costs substantially less.

We Have the Product for the Exploding Compact Car Market...YOU Have the Opportunity!

Every survey, every market study, every new record-breaking month shows that the sales potential for Rambler is increasing at a phenomenal rate. Our production capacity is being expanded, while still maintaining strict quality control standards. This expanding capacity will make it possible to add a few carefully selected dealers in key points. Get in on the ground floor with the car whose constantly rising sales have created an entirely new market and a new profit opportunity.

For Complete Information, Write

DIRECTOR OF DEALER DEVELOPMENT

AMERICAN MOTORS SALES CORPORATION

DETROIT 32, MICHIGAN

How Car Makers Fared on Percentage of Industry in Various States in '58 Sales

Compiled by Automotive News

STATES	Rambler	Metropolitan	AM. MOTORS TOTAL	Chrysler	Imperial	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Edsel	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	Packard	Studebaker	S-P TOTAL	Misc.
Nat'l % of Industry	4.01	.26	4.27	1.26	.32	1.03	2.91	8.40	13.92	22.11	.83	.57	2.93	26.44	5.67	2.64	26.52	6.59	4.94	46.36	.05	1.03	1.08	7.93
Alabama	2.91	.27	3.18	1.06	.24	.78	2.42	7.34	11.84	24.43	.85	.42	2.60	28.30	6.76	1.97	28.37	6.47	4.85	48.42	.02	.71	.73	7.53
Arizona	3.83	.30	4.13	1.15	.44	.69	2.81	7.36	12.45	20.50	1.22	.81	3.21	25.74	4.57	2.58	26.81	5.42	4.71	44.09	.05	.77	.82	12.77
Arkansas	2.78	.22	3.00	.80	.17	.76	2.84	7.86	12.43	26.75	.71	.35	2.91	30.72	5.48	1.99	29.73	6.46	4.86	48.52	.05	.97	1.02	4.31
California	3.75	.45	4.20	1.17	.44	.82	3.14	8.21	13.78	20.98	.79	.72	2.69	25.18	3.94	3.15	23.95	4.67	3.84	39.55	.05	.80	.85	16.44
Colorado	5.27	.21	5.48	1.19	.31	.87	3.29	7.53	13.19	20.85	.90	.51	3.45	25.71	4.46	2.18	28.14	5.50	4.45	44.73	.05	.93	.98	9.91
Connecticut	5.48	.30	5.78	1.48	.29	1.06	3.01	9.72	15.56	20.15	.79	.63	2.46	24.03	4.04	2.64	22.26	5.65	4.77	39.36	.06	1.18	1.24	14.03
Delaware	3.06	.30	3.36	1.42	.31	1.22	2.53	11.19	16.67	21.01	.77	.38	2.63	24.79	4.25	2.60	29.15	6.00	5.02	47.02	.04	.67	.71	7.45
Florida	3.46	.53	3.99	.93	.42	.79	2.09	7.36	11.59	21.01	.64	.85	2.51	25.01	5.00	3.61	24.82	5.65	3.68	42.76	.03	.65	.68	15.97
Georgia	2.55	.65	3.20	.93	.19	.69	2.31	7.57	11.69	25.21	.64	.37	2.21	28.43	5.38	2.04	28.62	6.08	5.02	47.14	.05	.80	.85	8.69
Idaho	7.03	.19	7.22	1.26	.34	.92	3.03	7.86	13.41	19.45	1.09	.68	3.56	24.78	5.58	2.60	22.86	6.20	6.01	43.25	.09	1.53	1.62	9.72
Illinois	4.58	.09	4.67	1.32	.33	.98	2.23	7.63	12.49	21.19	.76	.70	3.02	25.67	6.70	3.08	29.29	7.70	5.31	52.08	.06	1.18	1.24	3.85
Indiana	3.99	.12	4.11	1.15	.32	1.15	2.77	8.10	13.49	22.91	1.21	.55	2.84	27.51	6.99	2.58	25.55	7.97	5.05	48.14	.12	2.32	2.44	4.31
Iowa	4.37	.05	4.42	1.12	.18	.71	2.70	7.22	11.93	25.43	.94	.34	3.24	29.95	5.77	1.71	30.16	6.39	5.72	49.75	.03	1.12	1.15	2.80
Kansas	4.10	.20	4.30	1.07	.19	.96	2.95	7.78	12.95	24.72	1.05	.41	2.94	29.12	6.25	1.87	28.54	6.14	5.50	48.30	.06	1.05	1.11	4.22
Kentucky	2.53	.22	2.75	1.02	.20	.82	2.60	8.38	13.02	23.58	1.13	.40	3.52	28.63	6.62	1.96	29.50	7.52	5.21	50.81	.07	.75	.82	3.97
Louisiana	1.70	.44	2.14	.69	.18	.60	2.09	6.02	9.58	26.71	.71	.45	2.78	30.65	5.21	2.07	31.14	7.15	5.17	50.74	.02	.80	.82	6.07
Maine	5.25	.28	5.53	.91	.18	.92	3.05	8.32	13.38	23.78	.72	.36	2.99	27.85	4.93	1.92	24.97	4.38	4.97	41.17	.08	1.51	1.59	10.48
Maryland	3.42	.36	3.78	1.45	.28	1.17	3.50	10.76	17.16	20.67	.65	.35	2.56	24.23	4.77	1.92	28.73	5.40	4.75	45.57	.05	.90	.95	8.31
Massachusetts	6.67	.28	6.95	1.31	.29	1.25	2.99	9.63	15.47	21.70	.57	.59	2.52	25.38	5.38	2.51	22.91	6.96	4.40	42.16	.05	.73	.78	9.26
Michigan	4.19	.26	4.45	.96	.25	1.02	2.75	7.83	12.81	23.31	1.27	.70	4.05	29.33	5.92	2.86	26.57	7.40	5.40	48.15	.03	.79	.82	4.44
Minnesota	5.13	.03	5.16	1.22	.26	.99	2.78	8.43	13.68	23.47	.95	.44	2.97	27.83	6.14	1.96	27.61	6.97	5.58	48.26	.07	1.40	1.47	3.60
Mississippi	2.15	.25	2.40	.94	.22	.73	1.96	6.63	10.48	26.51	.68	.29	2.08	29.56	6.98	1.81	31.01	6.66	5.35	51.81	.02	1.03	1.05	4.70
Missouri	2.97	.17	3.14	.87	.23	.96	3.05	8.62	13.73	24.33	.70	.40	2.40	27.83	5.49	2.21	30.78	6.12	4.83	49.43	.05	1.03	1.08	4.79
Montana	6.11	.06	6.17	1.48	.42	.89	3.36	7.57	13.72	21.86	1.30	.58	3.28	27.02	5.95	2.38	25.25	5.93	4.64	44.15	.05	1.88	1.93	7.01
Nebraska	3.69	.06	3.75	1.12	.25	.62	2.67	8.18	12.84	26.29	.64	.42	3.14	30.49	5.01	1.80	29.78	5.95	5.17	47.71	.07	1.00	1.07	4.14
Nevada	2.10	.20	2.30	1.42	.38	1.32	2.77	6.35	12.24	19.00	1.78	1.26	3.86	25.90	3.61	3.21	18.86	5.47	5.06	36.21	.10	1.34	1.44	21.91
New Hampshire	7.03	.26	7.29	1.13	.18	.63	2.91	8.39	13.24	20.63	.61	.47	2.57	24.28	4.24	1.90	25.62	4.28	4.52	40.56	.02	1.42	1.44	13.19
New Jersey	3.84	.26	4.10	2.07	.52	1.52	3.44	10.55	18.10	18.74	.79	.69	2.64	22.86	5.56	3.52	24.52	6.81	5.23	45.64	.07	1.00	1.07	8.23
New Mexico	3.59	.27	3.86	1.25	.31	1.15	3.23	7.22	13.16	21.59	1.15	.55	3.33	26.62	6.06	2.09	27.92	6.22	5.38	47.67	.04	1.08	1.12	7.57
New York	4.11	.20	4.31	1.76	.43	1.32	3.34	9.46	16.31	18.68	.66	.69	2.89	22.92	5.86	3.44	23.49	8.25	5.09	46.13	.06	1.09	1.15	9.18
North Carolina	2.81	.24	3.05	1.19	.19	1.04	2.66	7.72	12.80	27.89	.72	.37	2.34	31.32	6.44	2.31	25.50	6.43	5.12	45.80	.05	1.00	1.05	5.98
North Dakota	4.85	.04	4.89	1.86	.32	1.07	3.48	9.47	16.20	25.52	1.30	.53	3.17	30.52	5.19	1.37	27.16	6.32	4.18	44.22	.04	1.33	1.37	2.80
Ohio	3.63	.31	3.94	1.24	.29	1.25	3.68	8.77	15.23	22.88	.88	.59	3.62	27.97	6.41	2.41	25.48	7.07	5.39	46.76	.06	1.06	1.12	4.98
Oklahoma	3.35	.23	3.58	.74	.19	.68	2.27	7.00	10.88	23.88	.64	.46	2.74	27.72	6.01	2.26	30.92	6.82	5.65	51.66	.04	1.04	1.08	5.08
Oregon	6.84	.11	6.95	.73	.30	.87	2.11	6.83	10.84	20.45	.96	.44	3.06	24.91	4.27	1.62	24.91	4.68	4.72	40.20	.03	1.43	1.46	15.64
Pennsylvania	3.84	.21	4.05	1.78	.34	1.54	3.81	10.91	18.38	18.98	.79	.52	3.20	23.49	5.98	2.80	26.86	6.62	4.98	47.24	.10	1.18	1.28	5.56
Rhode Island	7.14	.62	7.76	1.39	.43	1.03	2.27	10.00	15.12	25.50	.63	.67	1.98	28.78	4.40	3.04	19.96	5.74	3.12	36.26	.06	.70	.76	11.32
South Carolina	2.92	.50	3.42	.91	.17	.80	2.36	8.09	12.33	24.97	.68	.35	2.76	28.76	6.88	1.82	26.16	5.19	5.02	45.07	.02	.80	.82	9.60
South Dakota	4.79	.06	4.85	1.36	.26	.99	2.96	7.58	13.15	27.00	.92	.31	2.73	30.96	5.41	1.46	28.54	6.19	5.23	46.83	.06	1.33	1.39	2.82
Tennessee	3.45	.33	3.78	.87	.18	.93	2.82	7.76	12.56	24.83	.93	.39	2.51	28.66	6.68	1.99	29.08	6.87	4.91	49.53	.05	.97	1.02	4.45
Texas	1.97	.32	2.29	.94	.29	.66	2.10	6.74	10.73	24.35	.65	.42	2.55	27.97	6.31	2.44	31.17	7.40	4.95	52.27	.03	.84	.87	5.87
Utah	4.36	.11	4.47	1.26	.32	1.53	2.94	7.78	13.83	20.13	1.28	.57	4.11	26.09	5.53	2.47	25.07	6.33	5.04	44.44	.05	.65	.70	10.47
Vermont	5.97	.22	6.19	1.30	.18	.88	2.96	8.13	13.45	21.77	.48	.30	2.38	24.93	4.83	1.72	25.88	3.65	4.59	40.67	.05	1.61	1.66	13.10
Virginia	3.02	.28	3.30	1.27	.25	1.13	2.97	9.80	15.42	24.02	.88	.48	3.13	28.51	5.38	1.91	24.64	4.93	5.37	42.23	.04	.91	.95	9.59
Washington	5.89	.30	6.19	.97	.25	.92	2.96	7.20	12.30	22.73	1.04	.59	3.06	27.42	4.28	1.58	23.21	4.69	4.44	38.20	.05	1.24	1.29	14.60
West Virginia	3.01	.17	3.18	1.54	.31	1.22	3.30	8.27	14.64	23.36	1.76	.44	3.47	29.03	6.81	1.81	25.21	6.81	5.33	45.97	.14	1.27	1.41	5.77
Wisconsin	9.18	.08	9.26	1.10	.23	.90	2.93	6.64	11.80	22.51	.76	.51	2.56	26.34	6.66	2.33	26.20	7.02	5.52	47.73	.05	1.07	1.12	3.75
Wyoming	5.13	.11	5.24	1.16	.40	1.03	2.65	6.62	11.86	20.11	1.29	.53	3.34	25.27	7.43	2.63	27.92	6.73	5.44	50.15	.07	.84	.91	6.57
District of Columbia	2.94	.31	3.25	2.12	.57	1.06	3.43	11.38	18.56	18.73	.38	.62	2.80	22.53	3.55	3.23	25.31	5.86	5.06	43.01	.08	.70	.78	11.87

12-Month Sales Data Supplied by R. L. Polk & Co.

New Car Sales by States, '53-'58

	1958*	1957	1956	1955	1954	1953
Alabama	58,377	81,538	84,634	101,651	72,893	71,078
Arizona	26,871	35,762	32,221	37,303	24,999	24,926
Arkansas	30,700	41,949	45,369	49,573	37,589	41,599
California	450,588	571,185	556,164	665,892	434,789	452,769
Colorado	48,671	55,011	51,764	61,925	46,007	44,558
Connecticut	69,408	88,035	89,346	105,879	86,202	87,629
Delaware	15,996	19,266	18,867	22,940	17,101	18,498
Florida	161,946	191,098	175,651	195,468	131,433	120,439
Georgia	84,118	107,883	121,633	139,382	98,437	94,643
Idaho	17,260	19,661	20,408	24,272	19,187	23,776
Illinois	318,914	398,523	398,174	460,883	398,306	406,069
Indiana	126,665	185,398	188,423	229,951	172,344	182,962
Iowa	79,611	86,674	83,895	108,294	98,534	100,797
Kansas	69,286	80,995	80,973	99,292	86,826	83,127
Kentucky	49,693	73,134	73,560	86,105	66,927	72,423
Louisiana	71,422	98,985	91,588	101,265	83,500	77,655
Maine	23,968	26,516	27,400	30,191	23,266	24,283
Maryland	84,094	101,124	102,841	118,567	87,142	89,494
Massachusetts	115,403	144,767	156,987	177,672	155,881	159,527
Michigan	265,317	365,813	348,138	512,525	375,625	423,454
Minnesota	97,175	122,349	115,709	129,423	116,696	123,661
Mississippi	32,105	45,605	52,058	61,807	47,000	45,176
Missouri	117,493	143,615	148,169	178,704	147,737	159,971
Montana	19,172	23,432	24,256	27,045	22,703	24,869
Nebraska	41,657	44,836	43,929	59,626	53,216	58,278
Nevada	9,706	10,758	10,945	12,067	8,052	7,846
New Hampshire	14,969	18,209	19,067	23,048	18,138	17,680
New Jersey	186,706	221,442	222,728	258,527	216,076	211,073
New Mexico	21,729	27,191	25,922	30,501	22,508	21,248
New York	424,740	544,567	511,096	634,859	481,078	485,032
North Carolina	75,215	99,493	107,139	132,114	96,986	110,364
North Dakota	18,710	22,996	19,446	22,055	21,654	24,075
Ohio	272,981	380,900	387,257	443,762	331,768	359,056
Oklahoma	58,937	73,025	75,446	94,347	76,428	78,336
Oregon*	53,160	63,728	70,531	81,402	54,814	60,858
Pennsylvania	278,546	374,465	386,977	463,339	359,822	413,057
Rhode Island	19,476	23,330	23,996	32,537	27,183	27,728
South Carolina	36,137	47,761	52,355	60,217	47,052	54,251
South Dakota	20,379	21,048	19,874	24,112	22,164	21,598
Tennessee	63,499	89,207	90,605	118,864	91,224	88,369
Texas	267,547	356,065	345,288	429,931	349,509	321,374
Utah	20,182	24,241	24,029	27,262	19,366	21,884
Vermont	11,606	13,413	13,789	14,653	11,926	12,672
Virginia	89,709	116,123	117,344	135,549	113,992	108,232
Washington	58,103	73,876	75,960	89,231	63,579	68,202
West Virginia	32,519	54,969	53,408	54,951	39,154	43,875
Wisconsin	108,184	135,698	131,296	151,246	120,572	132,309
Wyoming	10,431	12,355	12,087	14,970	12,910	13,317
Dist. of Columbia	21,232	24,328	26,506	34,729	25,169	24,892
Totals	4,650,313	5,982,342	5,955,248	7,169,908	5,535,464	5,738,989

* 1958 figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

New Truck Sales by States, '52-'58

	1958*	1957	1956	1955	1954	1953	1952
Alabama	14,293	17,368	18,006	21,652	17,247	19,653	17,721
Arizona	8,427	9,680	8,272	8,916	7,324	7,160	6,611
Arkansas	11,421	13,950	15,805	16,669	16,102	18,357	16,890
California	72,651	91,990	92,374	88,376	63,966	69,345	58,661
Colorado	11,922	12,395	11,165	12,759	10,342	11,180	10,892
Connecticut	6,564	7,800	9,458	9,071	7,487	8,214	7,324
Delaware	2,266	2,590	2,696	3,449	2,527	2,734	2,383
Florida	23,434	27,329	27,210	28,160	22,072	23,340	19,980
Georgia	17,585	21,664	25,233	26,879	24,601	23,441	21,464
Idaho	6,149	6,424	6,260	6,849	5,976	7,607	6,612
Illinois	30,916	35,460	37,191	39,786	37,376	43,436	34,479
Indiana	17,979	23,755	25,421	28,976	24,212	29,108	21,374
Iowa	14,986	14,060	13,603	16,770	18,308	20,190	15,914
Kansas	14,334	13,319	13,534	16,616	16,371	18,277	18,108
Kentucky	11,337	14,844	15,131	16,297	15,658	18,525	15,634
Louisiana	17,000	21,234	20,161	21,781	18,539	19,795	15,714
Maine	4,580	5,230	6,045	6,198	5,023	5,559	5,216
Maryland	8,679	10,548	11,293	11,267	9,881	11,199	9,586
Massachusetts	9,705	12,318	16,869	13,879	12,530	12,291	12,974
Michigan	23,187	31,050	34,987	41,034	34,776	40,795	33,711
Minnesota	14,381	16,393	16,579	17,526	17,223	19,054	16,404
Mississippi	11,759	14,019	16,504	19,385	18,180	18,374	16,054
Missouri	20,340	21,557	22,910	25,674	23,498	29,067	22,582
Montana	6,379	7,162	7,332	8,478	7,201	8,001	7,664
Nebraska	9,955	9,093	8,317	11,707	11,571	13,123	13,115
Nevada	2,522	3,044	3,111	2,634	2,161	2,130	1,841
New Hampshire	2,817	3,372	3,798	3,282	2,899	2,924	2,711
New Jersey	18,023	21,923	22,464	22,826	21,047	23,500	18,783
New Mexico	8,418	10,088	8,480	8,597	7,059	6,428	5,885
New York	37,549	46,229	49,602	50,720	41,352	47,704	41,788
North Carolina	17,898	21,065	23,118	25,181	22,130	26,685	23,696
North Dakota	4,817	5,182	4,818	5,021	5,221	6,128	5,932
Ohio	27,690	36,662	38,921	42,315	38,857	42,510	36,090
Oklahoma	16,749	17,698	17,266	20,205	18,656	22,257	18,750
Oregon*	11,035	13,481	15,369	15,859	11,941	13,415	12,712
Pennsylvania	33,408	40,336	43,689	45,452	38,654	47,965	40,949
Rhode Island	2,964	3,203	3,103	3,155	2,444	2,662	2,384
South Carolina	7,634	8,881	10,102	10,113	9,832	12,397	12,151
South Dakota	5,559	5,127	4,788	5,131	4,908	5,465	5,485
Tennessee	13,455	15,826	17,293	18,736	18,258	20,881	18,117
Texas	64,942	72,364	70,443	80,756	72,059	74,857	68,793
Utah	5,038	5,486	5,295	5,541	4,429	4,748	4,946
Vermont	2,524	2,960	3,312	3,030	2,514	2,705	2,527
Virginia	13,805	18,101	19,304	20,272	17,378	17,685	18,315
Washington	11,273	14,082	15,398	15,770	12,480	13,718	11,632
West Virginia	7,490	9,224	9,414	9,936	7,130	9,724	7,929
Wisconsin	13,918	15,777	16,448	16,969	16,389	18,794	16,745
Wyoming	4,080	4,414	4,048	4,740	4,190	4,477	4,440
Dist. of Columbia	2,235	2,328	2,426	2,606	2,187	2,725	2,433
Totals	726,074	858,085	894,366	957,001	829,101	930,312	812,099

* 1958 figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

New-Car Registrations By Maker Models

1958 - 1957

	1958*	1957
RAMBLER:		
6	117,129	74,504
6-American	41,662	.....
8-Rebel	10,636	14,044
8-Ambassador	14,573	2,921
TOTAL	186,180	91,469
METROPOLITAN:		
4	12,243	11,791
NASH:		
8	.....	9,474
HUDSON:		
8	.....	4,596
TOTAL AM. MOTORS.	198,423	117,330
CHRYSLER:		
8-Windsor	26,838	43,756
8-Saratoga	14,944	29,149
8-N. Y.	16,563	33,531
TOTAL	58,532	106,436
8-Imperial	14,801	33,017
DE SOTO:		
8-Firesweep	19,996	36,770
8-Firedome	16,237	40,278
8-Fireflite	11,406	26,867
TOTAL	47,859	103,915
DODGE:		
6	8,289	14,736
8-Cor. & Royal	126,642	242,752
TOTAL	135,481	257,488
PLYMOUTH:		
6	97,845	141,200
8	291,112	454,303
TOTAL	390,774	595,503
TOTAL CHRYS. CORP.	647,447	1,096,359
FORD:		
6	267,357	226,275
8	710,327	1,251,656
8-Thunderbird	45,028	15,686
TOTAL	1,028,160	1,493,617
EDSEL:		
8-Rgr.-Pac.	27,348	19,554
8-Cors. & Cit.	10,933	7,127
TOTAL	38,481	26,681
CONTINENTAL:	.....	2,490
LINCOLN:		
8 Capri & Prem.	15,935	34,808
8-Con. Mark III	10,542	.....
TOTAL	26,537	34,808
MERCURY:		
8	136,121	260,573
TOTAL FORD MOTOR CO.	1,229,299	1,818,169
BUICK:		
8-40	149,988	219,749
8-60	44,819	63,545
8-50	41,925	67,779
8-75 and 700	26,086	43,480
TOTAL	263,871	394,553
CADILLAC:		
8-62 and 70	106,354	115,613
8-60S	12,766	21,958
8-75	1,479	1,635
8-86	1,586	2,003
TOTAL	122,545	141,209
CHEVROLET:		
6	463,520	522,393
8	754,996	927,084
8-Corvette	8,702	6,811
TOTAL	1,233,477	1,456,288
OLDSMOBILE:		
8-88	241,214	295,193
8-98	64,047	76,403
TOTAL	306,473	371,596
PONTIAC:		
8	229,707	319,719
TOTAL G.M. CORP.	2,156,073	2,683,365
PACKARD:		
8	2,580	5,189
STUDEBAKER:		
6-Champ	31,729	25,078
8-Comdr.	7,616	15,091
8-Pres.	7,068	18,780
8-Golden Hawk	870	3,616
TOTAL	47,732	62,565
TOTAL S-P	50,312	67,754
MISC. DOMESTIC	3,454	4,329
FOREIGN	365,305	195,036
GRAND TOTAL ALL REGISTRATIONS	4,650,313	5,982,342

* Preliminary. Make figures will not add up to the grand totals because of incomplete audit of Oregon figures.

Compiled by R. L. Polk & Co. from official state documents.

New Motor Vehicle Registrations, '49-'58

NEW PASSENGER CAR REGISTRATIONS IN U. S.

	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958
January	273,161	381,562	472,766	301,379	386,221	340,698	440,024	431,648	437,320	381,932
February	258,218	408,990	430,797	295,459	396,558	369,592	476,254	447,542	438,725	333,580
March	360,584	495,885	512,599	322,857	486,368	480,731	636,457	545,234	572,917	400,501
April	390,932	471,215	467,313	374,288	528,110	508,102	627,636	564,272	548,546	418,255
May	446,251	488,363	470,446	422,217	540,575	520,958	660,161	560,014	556,324	423,484
June	432,470	583,922	454,665	423,655	542,193	596,719	679,097	539,777	517,043	410,607
July	448,477	609,926	406,333	340,454	533,783	474,316	645,391	534,997	543,264	405,097
August	478,556	683,995	424,422	215,668	502,430	440,312	652,300	568,320	491,839	375,075
September	459,647	625,755	406,217	318,870	453,806	407,844	651,808	421,021	495,217	320,975
October	465,765	580,373	373,162	383,385	504,697	389,352	572,640	424,414	463,795	324,807
November	409,702	444,193	332,099	360,256	450,311	378,513	503,286	403,948	406,910	338,800
December	414,579	552,259	310,084	399,906	413,937	628,327	624,854	514,061	510,442	517,200
TOTAL	4,838,342	6,326,438	5,060,903	4,158,394	5,738,989	5,535,464	7,169,908	5,955,248	5,982,342	4,650,313

NEW TRUCK REGISTRATIONS IN U. S.

	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958*
January	66,423	67,925	88,058	59,661	72,514	60,694	62,231	66,141	56,979	52,368
February	67,537	71,698	78,581	59,285	68,616	60,843	56,204	65,478	62,129	49,136
March	87,165	96,266	86,287	63,364	79,637	72,583	64,516	77,220	74,668	55,450
April	78,857	92,241	84,961	73,461	91,127	75,332	79,076	82,670	75,438	63,403
May	86,375	90,786	90,627	71,690	86,346	78,197	82,081	84,997	82,269	63,237
June	79,069	91,512	87,461	71,471	77,199	85,870	90,005	78,501	71,329	63,996
July	76,866	117,040	84,021	72,134	76,161	65,164	84,443	78,404	79,117	63,901
August	85,539	126,533	87,646	57,786	76,642	64,001	92,019	79,831	77,053	64,909
September	89,251	113,784	84,814	65,381	78,319	66,174	89,891	72,420	78,156	61,676
October	86,375	101,169	92,281	77,486	82,625	69,221	87,262	76,052	76,899	57,076
November	79,699	84,167	76,517	70,431	72,467	64,123	75,540	66,983	61,888	55,918
December	78,805	89,186	62,596	69,949	68,659	66,899	93,733	65,669	62,160	74,664
TOTAL	961,961	1,142,307	1,003,850	812,099	930,312	829,101	957,001	894,366	858,085	726,074

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958*
January	339,584	449,487	560,824	361,040	458,735	401,392	502,255	497,789	494,299	434,300
February	325,755	480,688	509,378	354,744	465,174	430,435	532,458	513,020	500,854	382,716
March	447,749	592,151	598,886	386,221	566,005	553,314	700,973	622,454	647,585	455,951
April	469,789	563,456	552,274	447,749	619,237	583,434	706,712	646,942	623,984	481,658
May	532,626	579,149	561,073	493,907	626,921	599,155	742,242	645,011	638,593	486,721
June	511,539	675,434	542,126	495,126	619,392	682,589	769,102	618,278	588,372	474,603
July	525,343	726,966	490,354	412,588	609,944	539,480	729,834	613,401	622,381	468,998
August	564,095	810,528	512,068	273,454	579,072	504,313	744,319	648,151	568,892	439,984
September	548,898	739,539	491,031	384,251	532,125	474,018	741,699	493,441	573,373	382,651
October	552,140	681,542	465,443	460,871	587,322	458,573	659,902	500,466	540,694	381,883
November	489,401	528,360	408,616	430,687	522,778	442,636	578,826	470,931	468,798	394,718
December	493,384	641,445	372,680	469,855	482,596	695,226	718,587	579,730	572,602	591,864
TOTAL	5,800,303	7,468,745	6,064,753	4,970,493	6,669,301	6,364,565	8,126,909	6,849,614	6,840,427	5,376,387*

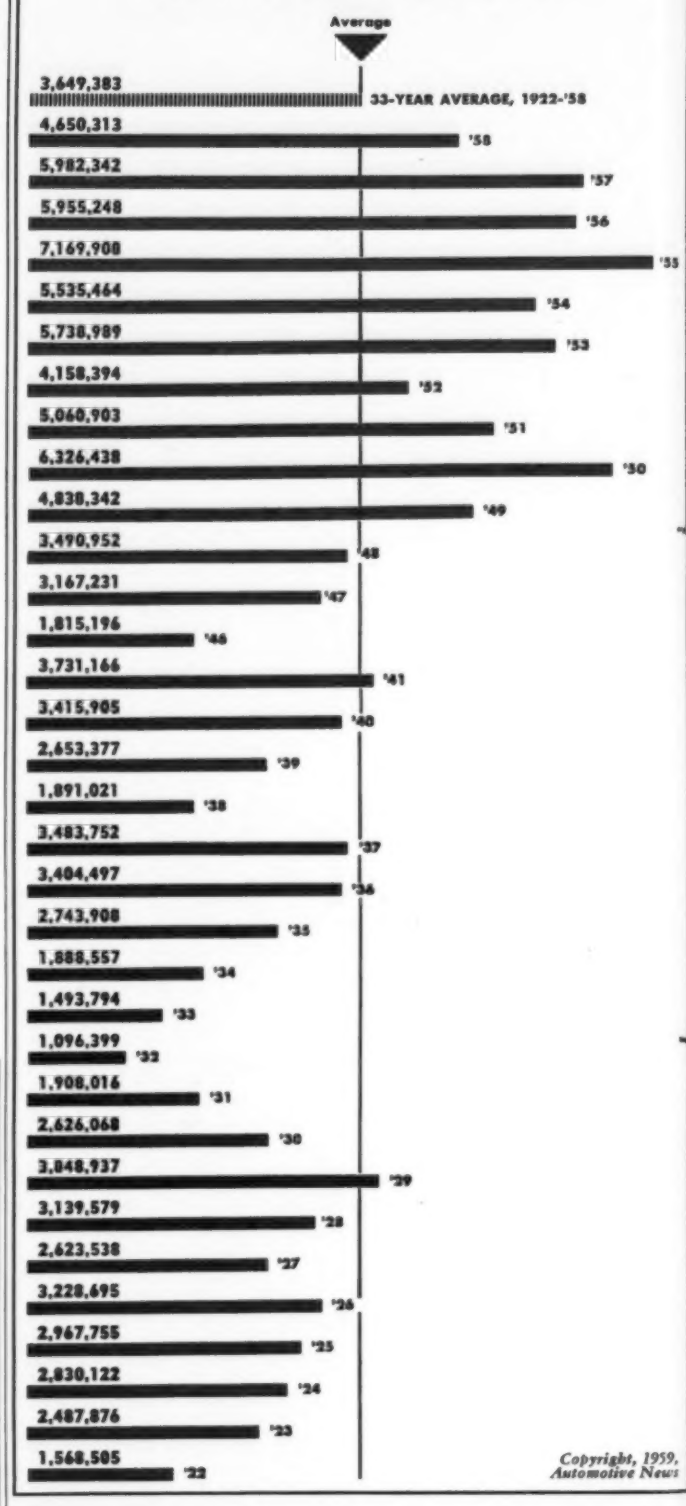
* Preliminary. Monthly figures will not add up to the grand totals because of incomplete audit of Oregon figures by R. L. Polk & Co.

New-Car Registrations by Makes, 1952-1958

	1958*	1957	1956	1955	1954	1953	1952
AMERICAN MOTORS:							
Hudson	.....	4,596	11,822	43,212	35,824	66,797	78,509
Metropolitan	12,243	11,791	7,145	.....	.....	.....	.....
Nash	.....	9,474	25,271	93,541	82,729	137,507	142,520
Rambler	186,180	91,469	70,867	.....	.....	.....	.....
Total	198,423	117,330	115,105	136,753	118,553	204,304	221,029
CHRYSLER CORP.:							
Chrysler	58,532	106,436	106,853	144,618	101,741	153,756	113,392
DeSoto	47,859	103,915	100,766	118,062	76,739	122,342	91,677
Dodge	135,481	257,488	220,208	284,323	154,789	288,812	246,464
Plymouth	390,774	595,503	483,756	647,352	381,078	600,447	433,134
Imperial	14,801	33,017	10,460	11,840	.....	.....	.....
Total	647,447	1,096,359	922,043	1,206,195	714,347	1,165,357	884,667
FORD MOTOR:							
Ford	1,028,160	1,493,617	1,375,343	1,573,276	1,400,440	1,116,267	732,481
Lincoln	26,537	34,808	42,598	35,017	36,251	39,169	29,110
Mercury	136,121	260,573	274,603	371,837	269,926	287,717	185,883
Continental	.....	2,490	1,564	606	.....	.....	.....
Edsel	38,481	26,681	.....	.....	.....	.....	.....
Total	1,229,299	1,818,169	1,694,108	1,980,736	1,706,617	1,443,153	947,474
GM CORP.:							
Buick	263,871	394,553	529,371	737,879	513,497	454,320	310,806
Cadillac	122,545	141,209	132,952	141,038	110,328	98,612	87,806
Chevrolet	1,233,477	1,456,288	1,565,399	1,640,681	1,417,453	1,342,480	852,542
Oldsmobile	306,473	371,596	437,899	589,515	407,150	305,593	218,189
Pontiac	229,707	319,719	358,668	530,007	358,167	358,692	266,351
Total	2,156,073	2,683,365	3,024,286	3,639,120	2,806,595	2,586,697	1,735,694
KAISER-WILLYS:							
Kaiser	.....	.....	.....	959	8,889	22,825	41,022
Willys	.....	.....	.....	6,267	17,002	42,433	41,016
Total	.....	.....	.....	7,226	25,891	65,258	82,038
S-P CORP.:							
Packard	2,580	5,189	28,396	52,103	38,396	71,079	66,346
Studebaker	47,732	62,565	76,402	95,761	95,914	161,257	157,902
Total	50,312	67,754	104,798	147,864	134,310	232,336	224,248
Allstate	.....	.....	.....	.....	.....	675	1,566
Austin	.....	.....	.....	.....	.....	3,087	4,804
Crosley	.....	.....	.....	.....	.....	.....	2,679
Henry J.	.....	.....	.....	.....	1,123	10,710	28,718
Miscellaneous	368,759	199,365	94,908	52,014	28,028	27,412	25,477
Total	368,759	199,365	94,908	52,014	29,151	41,884	63,244
YEAR TOTAL	4,650,313	5,982,342	5,955,248	7,169,908	5,535,464	5,738,989	4,158,394

*Preliminary

33-Year Record Of Car Sales



New Truck Registrations by Makes 1951-1958

	1958†	1957	1956	1955	1954	1953	1952	1951
Autocar	*	*	*	*	1,041	1,713	1,595	2,112
Brockway	959	738	884	1,144	1,340	2,080	1,752	2,182
Chevrolet	247,347	290,960	302,145	329,791	293,079	327,960	272,249	350,344
Crosley	....	....	....	....	.....	32	243	434
Diamond T	2,931	3,472	4,037	3,697	2,701	3,398	3,420	4,508
Divco	2,164	2,558	*	*	2,505	2,569	2,752	3,752
Dodge	36,972	49,431	57,651	66,208	60,658	82,345	102,129	106,600
Federal	....	....	....	....	248	986	841	1,008
Ford	208,396	277,301	263,753	295,900	267,799	266,027	179,523	250,802
FWD	381	433	*	*	393	359	543	501
GMC	56,006	62,165	82,266	84,877	66,644	82,296	79,612	100,285
Internat'l	89,721	96,956	108,014	100,441	84,222	95,404	92,788	95,184
Kenworth	863	1,006	*	*	697	747	705	668
Mack	11,878	13,312	13,190	10,932	6,098	6,890	7,138	9,794
Pontiac	....	....	....	....	.....	468	541	908
Reo	....	2,067	2,974	3,121	2,283	3,498	3,393	3,427
Sterling	....	....	....	*	.....	.....	250	334
Studebaker	4,118	6,547	8,708	10,817	10,193	22,473	28,985	32,675
White	12,151	12,491	15,137	14,372	10,340	12,261	10,858	12,260
Willys	22,501	22,005	23,488	27,252	17,523	17,712	20,356	24,292
Misc.	29,686	16,643	12,119	8,449	1,337	1,094	2,426	1,780
Total	726,074	858,085	894,366	957,001	829,101	930,312	812,099	1,003,850

* Included in Miscellaneous. † 1958 figures are preliminary due to incomplete audit of Oregon registrations by R. L. Polk & Co.

This is BENDIX PRODUCTS DIVISION . . .

"CREATOR OF SUCCESSFUL NEW SALES FEATURES"

New power to steer! Today's driver has greatly augmented ease of handling, control and assurance—thanks to Bendix power steering. It has increased in popularity every year since its introduction, and today most new car buyers demand it.

New power to stop! Safety is multiplied many times for the driver of today's faster, more powerful automobile . . . by Bendix-pioneered power brakes. Millions of car buyers each year "buy" this new and better concept in safety and better control.

Now—brakes that adjust themselves! This latest Bendix braking development adds the powerful sales appeal of economy to the tried-and-true one of safety. More cars every year have this new feature—it's only a matter of time until they all do.

Helping make each model year as dramatic as a year-long "Opening Night", the automakers are seconded by suppliers like Bendix Products Division. While master carmakers and designers are concerning themselves with problems of total design and concept, specialists like Bendix Products Division, working in specialized areas such as steering and braking, create innovations and improvements that take their place in the total design yet, in their own right, are powerful interest creating salesmakers.

Three of the sales successes developed by Bendix Products Division are shown at the top of the page. These and many others are being demonstrated on the road every day by practically every car on the road—and by millions of new cars sold every year.

In developing features like these, Bendix Products Division benefits from the planning talents, the research skills, and the production know-how of its own engineering staff first . . . but also from the unique Research Division and the 24 divisions of the Bendix Aviation Corporation. Through the products of Bendix Products Division, these talents are available to you, too. Why not put them to work for you?

Testing Torque and Temperature! Research engineer checks various operating factors such as torque and temperature on a new brake design undergoing dynamometer test in Bendix Engineering laboratory.

Planning Committee in session! Almost endlessly they debate two key questions: "Will it work?" and "Will it sell?" Here's just one of the thousand of technical and strategy meetings at all levels that precede the launching of a new Bendix product.

Bendix PRODUCTS DIVISION
South Bend, IND.

Bendix
AVIATION CORPORATION

Alltime Record Sales Statistics

Totals in Operation (As of July 1, 1958)

Cars	52,492,509
Trucks	10,056,567

Best New-Vehicle Sales Years

CARS

1955	7,169,908
1950	6,326,438
1957	5,982,342
1956	5,955,248
1953	5,738,989
1954	5,535,464
1951	5,060,903
1958	4,650,313
1952	4,158,394
1929	3,880,206
1941	3,731,166
1948	3,490,952

TRUCKS

1950	1,142,307
1948	1,035,174
1951	1,003,850
1949	961,961
1956	957,001
1953	930,312
1956	894,366
1947	879,132
1957	858,085
1954	829,101
1952	812,099
1958	726,074
1941	640,697

Best New-Vehicle Sales Months

CARS

August, 1950	683,995
June, 1955	679,097
May, 1955	660,161
December, 1954	656,611
August, 1955	652,300
September, 1955	651,808
July, 1955	645,391
March, 1955	636,457
April, 1955	627,636
September, 1950	625,755
December, 1955	624,854
July, 1950	609,926
June, 1954	596,753

TRUCKS

August, 1950	126,533
July, 1950	117,040
September, 1950	113,784
April, 1948	108,168
October, 1950	101,169
May, 1948	100,614
March, 1950	96,266
July, 1948	94,036
December, 1955	93,733

States' and Makers' Passenger Car Sales Figures

1958 Compared with 1957

Figures in this table are supplied by R. L. Polk & Co.

List of States in Order of VOLUME of Sales of Passenger Cars

	1958*	1958 Pos.	1957	1957 Pos.	Unit Gain or Loss	Pct. Gain or Loss
California	450,588	1	571,185	1	—120,597	—21.11
New York	424,740	2	544,567	2	—119,827	—22.00
Illinois	318,914	3	398,523	3	— 79,609	—19.98
Pennsylvania	278,546	4	374,465	5	— 95,919	—25.61
Ohio	272,981	5	380,900	4	—107,919	—28.33
Texas	267,547	6	356,065	7	— 88,518	—24.86
Michigan	265,317	7	365,813	6	—100,496	—27.47
New Jersey	186,706	8	221,442	8	— 34,736	—15.69
Florida	161,946	9	191,098	9	— 29,152	—15.26
Indiana	126,665	10	185,398	10	— 58,733	—31.68
Missouri	117,493	11	143,615	12	— 26,122	—18.19
Massachusetts	115,403	12	144,767	11	— 29,364	—20.28
Wisconsin	108,184	13	135,698	13	— 27,514	—20.28
Minnesota	97,175	14	122,349	14	— 25,174	—20.57
Virginia	89,709	15	116,123	15	— 26,414	—22.75
Georgia	84,118	16	107,883	16	— 23,765	—22.03
Maryland	84,094	17	101,124	17	— 17,030	—16.84
Iowa	79,611	18	86,674	22	— 7,063	— 8.15
North Carolina	75,215	19	99,493	18	— 24,278	—24.40
Louisiana	71,422	20	98,985	19	— 27,563	—27.84
Connecticut	69,408	21	88,035	21	— 18,627	—21.16
Kansas	69,286	22	80,995	24	— 11,709	—14.46
Tennessee	63,499	23	89,207	20	— 25,708	—28.82
Oklahoma	58,937	24	73,025	27	— 14,088	—19.29
Alabama	58,377	25	81,538	23	— 23,161	—28.40
Washington	58,103	26	73,876	25	— 15,773	—21.06
Oregon	53,160	27	63,728	28	— 10,568	—16.58
Kentucky	49,693	28	73,134	26	— 23,441	—32.05
Colorado	48,671	29	55,011	29	— 6,340	—11.52
Nebraska	41,657	30	44,836	33	— 3,179	— 7.09
South Carolina	36,137	31	47,761	31	— 11,624	—24.34
West Virginia	32,519	32	54,969	30	— 22,450	—40.84
Mississippi	32,105	33	45,605	32	— 13,500	—29.60
Arkansas	30,700	34	41,949	34	— 11,249	—26.81
Arizona	26,871	35	35,762	35	— 8,891	—24.86
Maine	23,968	36	26,516	37	— 2,548	— 9.61
New Mexico	21,729	37	27,191	36	— 5,462	—20.09
District of Columbia	21,232	38	24,328	38	— 3,096	—12.73
South Dakota	20,379	39	21,048	43	— 669	— 3.18
Utah	20,182	40	24,241	39	— 4,059	—16.74
Rhode Island	19,476	41	23,330	41	— 3,854	—16.52
Montana	19,172	42	23,432	40	— 4,260	—18.18
North Dakota	18,710	43	22,996	42	— 4,286	—18.64
Idaho	17,260	44	19,661	44	— 2,401	—12.21
Delaware	15,996	45	19,266	45	— 3,270	—16.97
New Hampshire	14,969	46	18,209	46	— 3,240	—17.79
Vermont	11,606	47	13,413	47	— 1,807	—13.47
Wyoming	10,431	48	12,355	48	— 1,924	—15.57
Nevada	9,706	49	10,758	49	— 1,052	— 9.78
TOTALS	4,650,313		5,982,342			

List of States in Order of PERCENTAGE of Sales DECREASE of Passenger Cars

	Pct. Gain or Loss	Unit Gain or Loss	Pos.	1958*	1958 Pos.	1957	1957 Pos.
South Dakota	— 3.18	— 669	1	20,379	39	21,048	43
Nebraska	— 7.09	— 3,179	2	41,657	30	44,836	33
Iowa	— 8.15	— 7,063	3	79,611	18	86,674	22
Maine	— 9.61	— 2,548	4	23,968	36	26,516	37
Nevada	— 9.78	— 1,052	5	9,706	49	10,758	49
Colorado	—11.52	— 6,340	6	48,671	29	55,011	29
Idaho	—12.21	— 2,401	7	17,260	44	19,661	44
Dist. of Columbia	—12.73	— 3,096	8	21,232	38	24,328	38
Vermont	—13.47	— 1,807	9	11,606	47	13,413	47
Kansas	—14.46	— 11,709	10	69,286	22	80,995	24
Florida	—15.26	— 29,152	11	161,946	9	191,098	9
Wyoming	—15.57	— 1,924	12	10,431	48	12,355	48
New Jersey	—15.69	— 34,736	13	186,706	8	221,442	8
Rhode Island	—16.52	— 3,854	14	19,476	41	23,330	41
Oregon	—16.58	— 10,568	15	53,160	27	63,728	28
Utah	—16.74	— 4,059	16	20,182	40	24,241	39
Maryland	—16.84	— 17,030	17	84,094	17	101,124	17
Delaware	—16.97	— 3,270	18	15,996	45	19,266	45
New Hampshire	—17.79	— 3,240	19	14,969	46	18,209	46
Montana	—18.18	— 4,260	20	19,172	42	23,432	40
Missouri	—18.19	— 26,122	21	117,493	11	143,615	12
North Dakota	—18.64	— 4,286	22	18,710	43	22,996	42
Oklahoma	—19.29	— 14,088	23	58,937	24	73,025	27
Illinois	—19.98	— 79,609	24	318,914	3	398,523	3
New Mexico	—20.09	— 5,462	25	21,729	37	27,191	36
Wisconsin	—20.28	— 27,514	26	108,184	13	135,698	13
Massachusetts	—20.28	— 29,364	27	115,403	12	144,767	11
Minnesota	—20.57	— 25,174	28	97,175	14	122,349	14
Washington	—21.06	— 15,773	29	58,103	26	73,876	25
California	—21.11	— 120,597	30	450,588	1	571,185	1
Connecticut	—21.16	— 18,627	31	69,408	21	88,035	21
New York	—22.00	— 119,827	32	424,740	2	544,567	2
Georgia	—22.03	— 23,765	33	84,118	16	107,883	16
Virginia	—22.75	— 26,414	34	89,709	15	116,123	15
South Carolina	—24.34	— 11,624	35	36,137	31	47,761	31
North Carolina	—24.40	— 24,278	36	75,215	19	99,493	18
Arizona	—24.86	— 8,891	37	26,871	35	35,762	35
Texas	—24.86	— 88,518	38	267,547	6	356,065	7
Pennsylvania	—25.61	— 95,919	39	278,546	4	374,465	5
Arkansas	—26.81	— 11,249	40	30,700	34	41,949	34
Michigan	—27.47	— 100,496	41	265,317	7	365,813	6
Louisiana	—27.84	— 27,563	42	71,422	20	98,985	19
Ohio	—28.33	— 107,919	43	272,981	5	380,900	4
Alabama	—28.40	— 23,161	44	58,377	25	81,538	23
Tennessee	—28.82	— 25,708	45	63,499	23	89,207	20
Mississippi	—29.60	— 13,500	46	32,105	33	45,605	32
Indiana	—31.68	— 58,733	47	126,665	10	185,398	10
Kentucky	—32.05	— 23,441	48	49,693	28	73,134	26
West Virginia	—40.84	— 22,450	49	32,519	32	54,969	30
TOTALS	—22.27	—1,332,029		4,650,313		5,982,342	

Automotive Highlights

- **1900** The old time mixing valve was replaced by carburetor.
- **1902** First spark batteries used for ignition system.
- **1903** Radiators of copper tubing with cooling fins were introduced.
- **1906** One-piece rubber containers developed for batteries.
- **1908** Electric lights for automobiles.
- **1912** First automatic electric starter.
- **1913** Single plate clutch developed and silent timing chain introduced.
- **1916** Universal joints were developed.
- **1917** Thread rubber insulators were introduced.
- **1921** First standard type transmissions were introduced.
- **1922** Double plate clutches were introduced.
- **1923** Multiple spring clutches were developed.
- **1923** Four-wheel brakes introduced.
- **1924** Vibration dampening flexible center clutches introduced.
- **1930** Transmission synchronized units were introduced.
- **1931** Free wheeling came into being.
- **1934** Automatic overdrive for transmissions were used.
- **1939** First automatic type transmissions introduced.
- **1939-40** Sealed beam headlamps introduced.
- **1949** Simple, finer, more efficient automatic transmissions introduced.
- **1951** Power steering introduced.
- **1953** Passenger car power brakes developed.
- **1953** 12-Volt ignition system introduced.
- **1955** V-8 engines available in all low priced cars.
- **1956** Cars saw the introduction of the safety-lock door latch.
- **1957** Fuel injection introduced on production models.
- **1958** Air suspension introduced.
- **1959** Swivel seats appear.

Makers' Volume Changes

List of Passenger Car Manufacturers in Order of VOLUME of Sales, 1958-1957

	1958*	1958 Pos.	1957	1957 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	1,233,477	1	1,456,288	2	— 222,811	— 15.30
Ford	1,028,160	2	1,493,617	1	— 465,457	— 31.16
Plymouth	390,774	3	595,503	3	— 204,729	— 34.38
Oldsmobile	306,473	4	371,596	5	— 65,123	— 17.52
Buick	263,871	5	394,553	4	— 130,682	— 33.12
Pontiac	229,707	6	319,719	6	— 90,012	— 28.15
Rambler	186,180	7	91,469	12	+ 94,711	+103.54
Mercury	136,121	8	260,573	7	— 124,452	— 47.76
Dodge	135,481	9	257,488	8	— 122,007	— 47.38
Cadillac	122,545	10	141,209	9	— 18,664	— 13.22
Chrysler	58,532	11	106,436	10	— 47,904	— 45.01
DeSoto	47,859	12	103,915	11	— 56,056	— 53.95
Studebaker	47,732	13	62,565	13	— 14,833	— 23.71
Edsel	38,481	14	26,681	16	+ 11,800	+ 44.23
Lincoln	26,537	15	37,298	14	— 10,761	— 28.85
Imperial	14,801	16	33,017	15	— 18,216	— 55.17
Metropolitan	12,243	17	25,861	17	— 13,618	— 52.66
Packard	2,580	18	5,189	18	— 2,609	— 50.28
Miscellaneous	368,759		199,365		+ 169,394	+ 84.97
TOTAL	4,650,313		5,982,342		1,332,029	— 22.27

Makers' Percentage Changes

List of Passenger Car Manufacturers in Order of PERCENT of Sales INCREASE or DECREASE, 1958-1957

	Pct. Gain or Loss	Unit Gain or Loss	Pos.	1958*	1958 Pos.	1957	1957 Pos.
Rambler	+103.54	+ 94,711	1	186,180	7	91,469	12
Edsel	+ 44.23	+ 11,800	2	38,481	14	26,681	16
Cadillac	— 13.22	— 18,664	3	122,545	10	141,209	9
Chevrolet	— 15.30	— 222,811	4	1,233,477	1	1,456,288	2
Oldsmobile	— 17.52	— 65,123	5	306,473	4	371,596	5
Studebaker	— 23.71	— 14,833	6	47,732	13	62,565	13
Pontiac	— 28.15	— 90,012	7	229,707	6	319,719	6
Lincoln	— 28.85	— 10,761	8	26,537	15	37,298	14
Ford	— 31.16	— 465,457	9	1,028,160	2	1,493,617	1
Buick	— 33.12	— 130,682	10	263,871	5	394,553	4
Plymouth	— 34.38	— 204,729	11	390,774	3	595,503	3
Chrysler	— 45.01	— 47,904	12	58,532	11	106,436	10
Dodge	— 47.38	— 122,007	13	135,481	9	257,488	8
Mercury	— 47.76	— 124,452	14	136,121	8	260,573	7
Packard	— 50.28	— 2,609	15	2,580	18	5,189	18
Metropolitan	— 52.66	— 13,618	16	12,243	17	25,861	17
DeSoto	— 53.95	— 56,056	17	47,859	12	103,915	11
Imperial	— 55.17	— 18,216	18	14,801	16	33,017	15
Miscellaneous	+ 84.97	+ 169,394		368,759		199,365	
TOTAL	— 22.27	—1,332,029		4,650,313		5,982,342	

* 1958 Figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

How They Fared . . .

New-Car Registrations by Makes, 1958-1957

	Regis., 1958 Total	Percent Share of 1958 Regis.	Total Regis., 1957	Percent Share of 1957 Regis.	Pct. Pt. Change in Share of Market
AMERICAN MOTORS	196,433	4.27	117,330	1.96	+2.31
Metropolitan	12,243	.26	11,791	.20	+ .06
Rambler	186,180	4.01	105,539	1.76	+2.25
CHRYSLER	667,447	13.92	1,096,350	18.33	—4.41
Chrysler	58,532	1.26	106,436	1.78	— .52
DeSoto	47,859	1.03	103,915	1.74	— .71
Dodge	135,481	2.91	257,488	4.31	—1.40
Imperial	14,801	.32	33,017	.55	— .23
Plymouth	390,774	8.40	595,503	9.95	—1.55
FORD	1,229,290	26.44	1,818,169	30.39	—3.95
Edsel	38,481	.83	26,681	.44	+ .39
Ford	1,028,160	22.11	1,493,617	24.97	—2.86
Lincoln	26,537	.57	37,298	.62	— .05
Mercury	136,121	2.93	260,573	4.36	—1.43
GENERAL MOTORS	2,156,073	46.36	2,683,565	44.86	+1.50
Buick	263,871	5.67	394,553	6.60	— .93
Cadillac	122,545	2.64	141,209	2.36	+ .28
Chevrolet	1,233,477	26.52	1,456,288	24.34	+2.18
Oldsmobile	306,473	6.59	371,596	6.21	+ .38
Pontiac	229,707	4.94	319,719	5.35	— .41
STUDEBAKER-PACKARD	50,312	1.08	67,754	1.13	— .05
Packard	2,580	.05	5,189	.09	— .04
Studebaker	47,732	1.03	62,565	1.04	— .01
MISCELLANEOUS	368,759	7.93	199,365	3.33	+4.60
TOTAL	4,650,313	100.00	5,982,342	100.00	

Automotive News compilations from R. L. Polk & Co. data

Top Cars

New-car registrations for 12 months:

1958 Pos.		Make		1957 Pos.
1—	1,233,477	Chev.	1,456,288—	2
2—	1,028,160	Ford	1,493,617—	1
3—	390,774	Plym.	595,503—	3
4—	306,473	Olds.	371,596—	5
5—	263,871	Buick	394,553—	4
6—	229,707	Pontiac	319,719—	6
7—	186,180	Rambler	91,469—	12
8—	136,121	Mercury	260,573—	7
9—	135,481	Dodge	257,488—	8
10—	122,545	Cadillac	141,209—	9
11—	58,532	Chrysler	106,436—	10
12—	47,859	DeSoto	103,915—	11
13—	47,732	Stude.	62,565—	13
14—	38,481	Edsel	26,681—	16
15—	26,537	Lincoln	37,298—	14
16—	14,801	Imperial	33,017—	15
17—	12,243	Met.	25,861—	17
18—	2,580	Packard	5,189—	18
	368,759	Misc.	199,365	
		Total All Makes		
	4,650,313		5,982,342	

(1958 figures are based on R. L. Polk & Co. data plus second-half figures for Oregon compiled by the Oregon Department of Motor Vehicles. All 1957 figures are those compiled a year ago by R. L. Polk & Co.)

Top Trucks

New-truck registrations for 12 months:

1958 Pos.		Make		1957 Pos.
1—	247,347	Chevrolet	290,960—	1
2—	208,396	Ford	277,301—	2
3—	89,721	Int'l	96,956—	3
4—	56,006	GMC	62,165—	4
5—	36,972	Dodge	49,431—	5
6—	22,501	Willys	22,005—	6
7—	12,151	White	*14,558—	8
8—	11,878	Mack	13,312—	7
9—	4,118	Studebaker	6,547—	9
10—	2,931	Diamond T	3,472—	10
11—	959	Brockway	738—	11
	33,094	Misc.	20,640	
		Total All Makes		
	726,074		858,085	

* Rec included in White totals.

(1958 figures are based on R. L. Polk & Co. data plus second-half figures for Oregon compiled by the Oregon Department of Motor Vehicles. All 1957 figures are those compiled a year ago by R. L. Polk & Co.)

Model-Run Output (Cars)

1946-1958

1958	4,222,765
1957	6,210,735
1956	6,295,580
1955	7,136,496
1954	4,846,325
1953	6,086,975
1952	3,799,701
1951	5,994,267
1950	6,459,625
1949	5,382,597
1948	4,134,611
1947	3,337,393
1946	2,221,222

* Figures do not include Checker Cab and Crosley cars.

States' and Makers' Truck Sales Figures

1958 Compared with 1957

List of States in Order of VOLUME

	1958*	1958 Pos.	1957	1957 Pos.	Unit Gain or Loss	Pct. Gain or Loss
California	72,651	1	91,990	1	— 19,339	—21.02
Texas	64,942	2	72,364	2	— 7,422	—10.26
New York	37,549	3	46,229	3	— 8,680	—18.78
Pennsylvania	33,408	4	40,336	4	— 6,928	—17.18
Illinois	30,916	5	35,460	6	— 4,544	—12.81
Ohio	27,690	6	36,662	5	— 8,972	—24.47
Florida	23,434	7	27,329	8	— 3,895	—14.25
Michigan	23,187	8	31,050	7	— 7,863	—25.32
Missouri	20,340	9	21,557	12	— 1,217	— 5.65
New Jersey	18,023	10	21,923	10	— 3,900	—17.79
Indiana	17,979	11	23,755	9	— 5,776	—24.31
North Carolina	17,898	12	21,065	14	— 3,167	—15.03
Georgia	17,585	13	21,664	11	— 4,079	—18.83
Louisiana	17,000	14	21,234	13	— 4,234	—19.94
Oklahoma	16,749	15	17,698	16	— 949	— 5.36
Iowa	14,986	16	14,060	23	+ 926	+ 6.59
Minnesota	14,381	17	16,393	18	— 2,012	—12.27
Kansas	14,334	18	13,319	27	+ 1,015	+ 7.62
Alabama	14,293	19	17,368	17	— 3,075	—17.70
Wisconsin	13,918	20	15,777	20	— 1,859	—11.78
Virginia	13,805	21	18,101	15	— 4,296	—23.73
Tennessee	13,455	22	15,826	19	— 2,371	—14.98
Colorado	11,922	23	12,395	28	— 473	— 3.82
Mississippi	11,759	24	14,019	24	— 2,260	—16.12
Arkansas	11,421	25	13,950	25	— 2,529	—18.13
Kentucky	11,337	26	14,844	21	— 3,507	—23.62
Washington	11,275	27	14,082	22	— 2,807	—19.93
Oregon	11,035	28	13,481	26	— 2,446	—18.14
Nebraska	9,955	29	9,093	34	+ 862	+ 9.48
Massachusetts	9,705	30	12,318	29	— 2,613	—21.21
Maryland	8,679	31	10,548	30	— 1,869	—17.72
Arizona	8,427	32	9,680	32	— 1,253	—12.94
New Mexico	8,418	33	10,088	31	— 1,670	—16.55
South Carolina	7,634	34	8,881	35	— 1,247	—14.04
West Virginia	7,490	35	9,224	33	— 1,734	—18.80
Connecticut	6,564	36	7,800	36	— 1,236	—15.85
Montana	6,379	37	7,162	37	— 783	—10.93
Idaho	6,149	38	6,424	38	— 275	— 4.28
South Dakota	5,559	39	5,127	42	+ 432	+ 8.43
Utah	5,038	40	5,486	39	— 448	— 8.17
North Dakota	4,817	41	5,182	41	— 365	— 7.04
Maine	4,580	42	5,230	40	— 650	—12.43
Wyoming	4,080	43	4,414	43	— 334	— 7.57
Rhode Island	2,964	44	3,203	45	— 239	— 7.46
New Hampshire	2,817	45	3,372	44	— 555	—16.46
Vermont	2,524	46	2,960	47	— 436	—14.73
Nevada	2,522	47	3,044	46	— 522	—17.15
Delaware	2,266	48	2,590	48	— 324	—12.51
District of Columbia	2,235	49	2,328	49	— 93	— 3.99
TOTALS	726,074*		858,085		—132,011	—15.38

List of States in Order of Percentage of Sales Change

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1958*	1958 Pos.	1957	1957 Pos.
Nebraska	+ 9.48	+ 862	1	9,955	29	9,093	34
South Dakota	+ 8.43	+ 432	2	5,559	39	5,127	42
Kansas	+ 7.62	+ 1,015	3	14,334	18	13,319	27
Iowa	+ 6.59	+ 926	4	14,986	16	14,060	23
Colorado	— 3.82	— 473	5	11,922	23	12,395	28
District of Columbia	— 3.99	— 93	6	2,235	49	2,328	49
Idaho	— 4.28	— 275	7	6,149	38	6,424	38
Oklahoma	— 5.36	— 949	8	16,749	15	17,698	16
Missouri	— 5.65	— 1,217	9	20,340	9	21,557	12
North Dakota	— 7.04	— 365	10	4,817	41	5,182	41
Rhode Island	— 7.46	— 239	11	2,964	44	3,203	45
Wyoming	— 7.57	— 334	12	4,080	43	4,414	43
Utah	— 8.17	— 448	13	5,038	40	5,486	39
Texas	—10.26	— 7,422	14	64,942	2	72,364	2
Montana	—10.93	— 783	15	6,379	37	7,162	37
Wisconsin	—11.78	— 1,859	16	13,918	20	15,777	20
Minnesota	—12.27	— 2,012	17	14,381	17	16,393	18
Maine	—12.43	— 650	18	4,580	42	5,230	40
Delaware	—12.51	— 324	19	2,266	48	2,590	48
Illinois	—12.81	— 4,544	20	30,916	5	35,460	6
Arizona	—12.94	— 1,253	21	8,427	32	9,680	32
South Carolina	—14.04	— 1,247	22	7,634	34	8,881	35
Florida	—14.25	— 3,895	23	23,434	7	27,329	8
Vermont	—14.73	— 436	24	2,524	46	2,960	47
Tennessee	—14.98	— 2,371	25	13,455	22	15,826	19
North Carolina	—15.03	— 3,167	26	17,898	12	21,065	14
Connecticut	—15.85	— 1,236	27	6,564	36	7,800	36
Mississippi	—16.12	— 2,260	28	11,759	24	14,019	24
New Hampshire	—16.46	— 555	29	2,817	45	3,372	44
New Mexico	—16.55	— 1,670	30	8,418	33	10,088	31
Nevada	—17.15	— 522	31	2,522	47	3,044	46
Pennsylvania	—17.18	— 6,928	32	33,408	4	40,336	4
Alabama	—17.70	— 3,075	33	14,293	19	17,368	17
Maryland	—17.72	— 1,869	34	8,679	31	10,548	30
New Jersey	—17.79	— 3,900	35	18,023	10	21,923	10
Arkansas	—18.13	— 2,529	36	11,421	25	13,950	25
Oregon	—18.14	— 2,446	37	11,035	28	13,481	26
New York	—18.78	— 8,680	38	37,549	3	46,229	3
West Virginia	—18.80	— 1,734	39	7,490	35	9,224	33
Georgia	—18.83	— 4,079	40	17,585	13	21,664	11
Washington	—19.93	— 2,807	41	11,275	27	14,082	22
Louisiana	—19.94	— 4,234	42	17,000	14	21,234	13
California	—21.02	— 19,339	43	72,651	1	91,990	1
Massachusetts	—21.21	— 2,613	44	9,705	30	12,318	29
Kentucky	—23.62	— 3,507	45	11,337	26	14,844	21
Virginia	—23.73	— 4,296	46	13,805	21	18,101	15
Indiana	—24.31	— 5,776	47	17,979	11	23,755	9
Ohio	—24.47	— 8,972	48	27,690	6	36,662	5
Michigan	—25.32	— 7,863	49	23,187	8	31,050	7
TOTALS	—15.38	—132,011		726,074*		858,085	

Makers' Volume Changes

List of Commercial Car Manufacturers in Order of Volume of Sales, 1958-1957

	1958*	1958 Pos.	1957	1957 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	247,347	1	290,960	1	— 43,613	—14.99
Ford	208,396	2	277,301	2	— 68,905	—24.85
International	89,721	3	96,956	3	— 7,235	— 7.46
GMC	56,006	4	62,165	4	— 6,159	— 9.91
Dodge	36,972	5	49,431	5	— 12,459	—25.20
Willys	22,501	6	22,005	6	+ 496	+ 2.25
White	12,151	7	14,558	8	— 2,407	—16.53
Mack	11,878	8	13,312	7	— 1,434	—10.77
Studebaker	4,118	9	6,547	9	— 2,429	—37.10
Diamond T	2,931	10	3,472	10	— 541	—15.58
Brockway	959	11	738	11	+ 221	+29.94
Miscellaneous	33,094		20,640		+ 12,454	+60.34
TOTALS	726,074*		858,085		—132,011	—15.38

* 1958 figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

Makers' Percentage Changes

List of Commercial Car Manufacturers in Order of Percentage of Sales Change, 1958-1957

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1958*	1958 Pos.	1957	1957 Pos.
Brockway	+29.94	+ 221	1	959	11	738	11
Willys	+ 2.25	+ 496	2	22,501	6	22,005	6
International	— 7.46	— 7,235	3	89,721	3	96,956	3
GMC	— 9.91	— 6,159	4	56,006	4	62,165	4
Mack	—10.77	— 1,434	5	11,878	8	13,312	7
Chevrolet	—14.99	— 43,613	6	247,347	1	290,960	1
Diamond T	—15.58	— 541	7	2,931	10	3,472	10
White	—16.53	— 2,407	8	12,151	7	14,558	8
Ford	—24.85	— 68,905	9	208,396	2	277,301	2
Dodge	—25.20	— 12,459	10	36,972	5	49,431	5
Studebaker	—37.10	— 2,429	11	4,118	9	6,547	9
Miscellaneous	+60.34	+ 12,454		33,094		20,640	
TOTALS	—15.38	—132,011		726,074*		858,085	

How They Fared . . .

New Truck Registrations By Makes

Total for Year, 1958-1957

Make	1958 Registrations†	1957 Registrations	Percent Share of '58 Market	Percent Share of '57 Market	Percent Point Change
Chevrolet	247,347	290,960	34.07	33.91	+ .16
Ford	208,396	277,301	28.70	32.32	—3.62
International	89,721	96,956	12.36	11.30	+1.06
GMC	56,006	62,165	7.71	7.24	+ .47
Dodge	36,972	49,431	5.09	5.76	— .67
Willys	22,501	22,005	3.10	2.56	+ .54
White*	12,151	14,558	1.67	1.70	— .03
Mack	11,878	13,312	1.64	1.55	+ .09
Studebaker	4,118	6,547	.57	.76	— .19
Diamond T	2,931	3,472	.40	.40	
Brockway	959	738	.13	.09	+ .04
Miscellaneous**	33,094	20,640	4.56	2.41	+2.15
TOTAL	726,074	858,085	100.00	100.00	

* White includes Autocar, Freightliner, Sterling and Reo.

** Miscellaneous includes Corbitt, Divco, Four Wheel Drive, Kenworth, Marmon-Herrington, Peterbilt, etc.

† 1958 figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

Compiled from R. L. Polk & Co. data.

Radio and Heater

(1959 Prices)

Make	Pushbutton Radio	Fresh-Air Heater
Buick	$102	$102
Cadillac	165	129
Chevrolet	84	80
Chrysler	100	102
Continental	Std.	Std.
DeSoto	94	98
Dodge	87	94
Edsel	65	74
Ford	59	75
Imperial	169	136
Lincoln	164	129
Mercury	87	91
Oldsmobile	102	102
Plymouth	73	74
Pontiac	102	102
Rambler	74	76
Ambassador	92	83
Studebaker	80	71

Auto Concerns, Various Categories

Latest counts of business firms in various categories, comprising the automotive industry and allied activities, as supplied by R. L. Polk & Co.'s mailing list division.

Accessory Parts & Supply Jobbers	11,317	Radiator Repair Shops	2,600
Accessory Parts Dealers, Retail	28,799	Seat Cover Mfrs., Custom & Local	2,680
Auto Body Manufacturers	330	Spring Mfrs.	179
Body Repair Shops	18,960	Tire Dealers	32,315
Brake Lining Manufacturers	48	Tire Jobbers & Wholesalers	1,772
Brake & Wheel Alignment Service	8,351	Tire Mfrs.	47
Bumper Mfrs.	32	Tire Vulcanizers, Retreaders & Recappers	9,668
Bus Body Mfrs.	31	Trim Shops	2,166
Electric Equipment Mfrs.	273	Trailer Mfrs., Commercial	335
Electrical Service Stations	3,601	Trailer Mfrs., House	122
Engine Mfrs.	39	Transfer, Cartage & Trucking Companies	41,447
Finance Companies	5,236	Transmission Mfrs.	118
Fire Apparatus Mfrs.	61	Truck Body Mfrs., Commercial	1,095
Garages & Repairers	88,671	Truck Dealers, Exclusive	9,965
Gasoline Stations	201,501	Truck Mfrs.	63
Glass Installers	2,654	Used-Car Dealers, Exclusive	40,179
Heater Mfrs.	39	Washing Concerns, Auto	3,848
Jack Mfrs.	47	Wheel Mfrs.	126
New Car Dealers	39,968	Wreckers	7,228
Auto Accessory & Parts Mfrs.	1,430		
Radiator Mfrs.	37		

Farm Facts

STATE	Number of Farms 1957	Income Per Farm 1957	Number of Farms Electrified June 30, 1958	1958 Value of Farms (Land & Building) (Million Dollars)
Alabama	173,000	$ 2,495	166,850	$ 1,481
Arizona	10,100	37,932	8,350	1,220
Arkansas	145,000	3,928	137,800	1,685
California	132,000	20,941	120,200	10,624
Colorado	42,400	12,105	36,500	1,572
Connecticut	14,400	11,300	12,600	416
Delaware	6,400	17,360	6,050	163
Florida	62,600	10,161	54,600	2,969
Georgia	165,000	4,011	161,750	1,812
Idaho	39,200	9,507	37,600	1,458
Illinois	180,000	11,064	172,200	8,286
Indiana	154,000	7,019	152,850	4,492
Iowa	195,000	11,457	189,800	7,596
Kansas	119,000	6,546	109,700	4,655
Kentucky	197,000	2,981	186,750	1,994
Louisiana	116,000	3,115	107,750	1,617
Maine	24,200	7,383	22,200	242
Maryland	33,600	7,519	30,900	856
Massachusetts	19,100	8,717	17,100	384
Michigan	140,000	5,186	136,900	2,654
Minnesota	166,000	8,177	161,450	4,469
Mississippi	212,000	2,262	191,750	1,908
Missouri	217,000	4,822	192,750	3,387
Montana	34,800	11,900	29,000	1,780
Nebraska	103,000	9,479	95,050	3,756
Nevada	3,100	16,478	2,300	246
New Hampshire	10,700	5,808	10,200	144
New Jersey	23,300	13,836	22,500	868
New Mexico	22,000	9,663	17,850	1,108
New York	104,000	8,089	103,550	1,916
North Carolina	277,000	3,257	259,850	2,727
North Dakota	60,600	9,847	52,400	1,821
Ohio	178,000	5,752	173,250	4,671
Oklahoma	118,000	4,082	109,450	2,589
Oregon	55,000	7,399	52,950	1,853
Pennsylvania	126,000	6,057	124,550	2,258
Rhode Island	2,100	9,756	1,950	65
South Carolina	125,000	2,738	115,050	1,140
South Dakota	63,000	8,881	54,250	1,992
Tennessee	208,000	2,292	195,850	1,890
Texas	297,000	6,220	274,050	10,489
Utah	24,000	6,879	22,400	605
Vermont	17,600	6,631	15,700	231
Virginia	140,000	3,220	128,900	1,880
Washington	67,000	8,396	64,400	2,319
West Virginia	67,000	1,689	64,300	606
Wisconsin	155,000	6,886	149,600	2,696
Wyoming	11,600	12,810	10,250	562
TOTAL	4,855,800	$ 6,337	4,564,000	$116,152

Source: U.S.D.A. Agricultural Marketing Service, Feb. 24, 1958 release
The Farm Income Situation, September, 1958
Electrical Merchandising, January, 1959
The Farm Real Estate Market, May, 1958—U.S.D.A., Agricultural Research Service
Compiled by Farm Journal Research Department, February, 1959

Total Registrations by GVW Class

Percentage of Market, 1954 through 1958

GVW Class	1954	1955	1956	1957	1958	Point Change '57-'58	Point Change '54-'58
6,000 lbs. or less	48.37	48.02	45.56	52.60*	52.95*	+ .35	+4.58
6,001-10,000	18.34	17.52	17.21	14.67*	14.30*	— .37	—4.04
(Total, 10,000 or less)	(66.71)	(65.54)	(62.77)	(67.27)	(67.25)	(— .02)	(+ .54)
10,001-14,000	4.33	3.76	4.01	3.27	1.83¶	—1.44	—2.50
14,001-16,000	18.10	17.35	15.89	13.19¶	8.86¶	—4.33	—9.24
16,001-19,500	3.87	4.90	5.43	5.70¶	10.33¶	+4.63	+6.46
19,501-26,000	3.49	3.41	4.83	4.08	4.86	+ .78	+1.37
26,001 and over	3.50	5.04	7.07	6.49§	6.87§	+ .38	+3.37
	100.00	100.00	100.00	100.00	100.00		

* Prior to 1957, the lightest classification is 5,000 pounds or less, the next heavier classification is 5,001 to 10,000.

¶ Changes in the percentages for these classes between 1957 and 1958 can be traced in a large measure to reclassification of the weight ratings of certain models by a number of producers.

§ In 1957, heaviest classification is further broken down into 3.96 percent in 26,001 to 30,000 pounds and 2.53 percent of 33,001 pounds and over. The comparable totals for 1958 are 3.97 percent and 2.90 percent, respectively.

—Compiled from R. L. Polk & Co. data.

1958 Truck Registrations by Weight Class

Make	6,000 lbs. or less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & over	Total 1958*	Total 1957
Brockway	.....	.....	.....	.....	.....	49	305	605	959	782
Chevrolet	147,106	40,210	8,719	42,803	7,021	.....	.....	.....	247,347	290,960
Diamond T.	.....	.....	.....	.....	137	845	1,644	300	2,931	3,472
Divco	116	1,380	604	.....	57	.....	.....	.....	2,164	2,558
Dodge	18,968	6,896	17	2,491	4,980	2,344	896	194	36,972	49,431
Ford	117,418	31,323	.....	7,850	35,930	11,312	1,558	1,871	208,396	277,301
FWD	.....	.....	.....	2	10	50	200	119	381	433
GMC	20,925	8,275	126	6,562	8,706	6,738	3,030	1,071	56,006	62,165
International	26,451	12,167	3,580	4,176	17,061	11,597	8,643	5,358	89,721	96,936
Kenworth	.....	.....	.....	.....	.....	.....	.....	813	863	1,006
Mack	.....	.....	.....	.....	.....	1,058	3,535	7,217	11,878	13,312
Peterbilt	.....	.....	.....	.....	.....	.....	78	315	422	497
Studebaker	2,762	610	161	11	525	.....	.....	.....	4,118	6,547
White	.....	.....	.....	.....	.....	923	8,598	2,556	12,151	14,558
Willys Jeep	7,650	.....	.....	.....	.....	.....	.....	.....	7,650	6,678
Willys Truck	12,283	2,245	.....	.....	.....	.....	.....	.....	14,851	15,327
Misc. Domestic	.....	.....	.....	.....	33	105	171	478	787	884
Total Domestic	353,679	103,106	13,207	63,895	74,460	35,021	28,658	20,897	697,597	842,823
Foreign	28,035	.....	.....	.....	.....	.....	.....	.....	28,477	15,262
GRAND TOTAL	381,714	103,106	13,207	63,895	74,460	35,021	28,658	20,897	726,074	858,085

* Oregon registration counts July through December 1958 are included in the make total only, hence the various model figures will not add up to the make total.

—Compiled from R. L. Polk & Co. data.

Truck Makers Share Of 1958 GVW Market

By Percentage of Classification

Make	6,000 lbs. or less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & over
Brockway	.....	.....	.....	.....	.....	.14	1.06	2.89
Chevrolet	38.54	39.00	66.02	66.99	9.43	.....	.....	.....
Diamond T.	.....	.....	.....	.....	.18	2.41	5.74	1.44
Divco	.03	1.34	4.57	.....	.08	.....	.....	.....
Dodge	4.97	6.69	.13	3.90	6.69	6.69	3.13	.93
Ford	30.76	30.38	.....	12.29	48.25	32.30	5.44	8.95
FWD	.....	.....	.....	*	.01	.14	.70	.57
GMC	5.48	8.02	.95	10.27	11.69	19.24	10.57	5.12
International	6.93	11.80	27.11	6.53	22.91	33.12	30.16	25.64
Kenworth	.....	.....	.....	.....	.....	.....	.....	3.89
Mack	.....	.....	.....	.....	.....	3.02	12.33	34.54
Peterbilt	.....	.....	.....	.....	.....	.....	.27	1.51
Studebaker	.72	.59	1.22	.02	.71	.....	.....	.....
White	.....	.....	.....	.....	.....	2.64	30.00	12.23
Willys Jeep	2.00	.....	.....	.....	.....	.....	.....	.....
Willys Truck	3.22	2.18	.....	.....	.....	.....	.....	.....
Miscellaneous								
Domestic	.....	.....	.....	.....	.05	.30	.60	2.29
Foreign	7.35	.....	.....	.....	.....	.....	.....	.....
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

* Less than one-hundredth of one percent.

—Compiled from R. L. Polk & Co. data.

Prewar Cars Still in Use Drop to 1,520,308

Passenger Car Registrations by Year Model, as of July 1 Each Year, in Thousands of Units

YEAR MODEL	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958
1958	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,797
1957	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,607	5,945
1956	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,963	5,916	5,890
1955	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,136	6,701	6,700	6,642
1954	.....	.....	.....	.....	.....	.....	.....	.....	2,620	4,589	4,583	4,577	4,498
1953	.....	.....	.....	.....	.....	.....	.....	2,901	5,718	5,723	5,701	5,652	5,515
1952	.....	.....	.....	.....	.....	.....	1,831	3,720	3,698	3,675	3,638	3,575	3,415
1951	.....	.....	.....	.....	.....	2,858	5,387	5,462	5,443	5,387	5,290	5,072	4,668
1950	.....	.....	.....	.....	2,989	6,114	6,202	6,219	6,179	6,102	5,914	5,539	4,921
1949	.....	.....	.....	2,638	4,935	4,988	4,969	4,966	4,898	4,773	4,434	3,871	3,178
1948	.....	.....	1,673	2,981	3,033	2,964	2,943	2,932	2,885	2,766	2,466	2,021	1,578
1947	.....	1,367	3,100	3,066	3,052	2,987	2,953	2,914	2,821	2,608	2,162	1,637	1,18[illegible]
1946	448	2,056	2,048	2,047	2,032	1,975	1,942	1,903	1,822	1,624	1,278	891	613
1942	997	1,065	1,012	1,006	999	966	892	799	640	464	294	184	125
1941	4,107	4,086	4,004	4,005	3,955	3,761	3,456	3,095	2,462	1,782	1,127	698	454
1940	3,182	3,113	3,093	3,089	3,033	2,794	2,496	2,190	1,691	1,205	755	476	316
1939	2,426	2,379	2,345	2,326	2,244	1,996	1,687	1,396	1,015	693	420	261	624*
1938	1,736	1,679	1,662	1,621	1,490	1,244	973	752	517	344	206	646*	.....
1937	3,390	3,304	3,186	3,075	2,709	2,126	1,541	1,130	746	481	774*	.....	.....
1936	2,893	2,790	2,657	2,495	2,074	1,493	996	698	444	773*	.....	.....	.....
1935	1,675	1,592	1,490	1,335	1,053	688	430	294	699*	.....	.....	.....	.....
1934	1,021	967	886	762	567	1,451*	207	725*	.....	.....	.....	.....	.....
1933	607	568	509	435	1,657*	.....	768*	.....	.....	.....	.....	.....	.....
1932	369	346	317	1,738*	.....	.....	.....	.....	.....	.....	.....	.....	.....
1931	626	596	1,732*	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
1930	592	1,377*	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
1929	889*	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
1928	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
1927	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Not Known	185	236	253	112	100	110	99	107	86	255	98	109	12[illegible]
TOTAL	25,143	27,521	29,968	32,731	35,922	38,516	39,770	42,202	44,387	47,378	49,804	51,432	52,492

* Includes all earlier year models.

SOURCE: R. L. Polk and Company

NOTE: Due to technical problems encountered in the compilation of this data, there are some instances where registrations for certain year models are higher in one year than in the previous year.

One Out of Every Five Motor Trucks Produced Is Exported

Year	Passenger Cars	Trucks & Buses	Total Vehicles	Year	Passenger Cars	Trucks & Buses	Total Vehicles
1929	9.0%	29.8%	12.5%	1946	6.7%	20.1%	10.8%
1930	7.8	22.7	10.4	1947	7.3	20.5	10.7
1931	5.7	26.8	9.5	1948	6.0	14.9	8.3
1932	5.9	21.7	8.6	1949	3.1	11.8	4.6
1933	5.1	19.6	7.6	1950	2.3	11.6	3.8
1934	8.2	22.4	11.2	1951	4.6	17.5	7.1
1935	6.8	19.0	9.0	1952	3.9	15.7	6.2
1936	5.9	17.8	8.0	1953	3.0	12.9	4.5
1937	7.2	24.0	10.3	1954	3.7	19.6	6.1
1938	9.8	29.4	13.6	1955	3.2	15.9	4.9
1939	6.0	22.2	9.1	1956	3.3	19.3	5.8
1940	2.9	13.4	4.6	1957	2.6	19.9	5.2
1941	2.6	13.0	4.5	1958	3.0	21.2	6.0

Source: Automobile Manufacturers Association.

ONLY GMC DEALERS HAVE ALL THESE SELLING ADVANTAGES!

THE RIGHT PRODUCTS (AT THE RIGHT PRICE!)

Nobody builds a more complete line of trucks than GMC—½-ton to 45-ton! This extensive range of models includes pickups in over thirty different capacity, body and wheelbase combinations; biggest choice of six-wheelers; exclusive 48″ aluminum tilt-cab model; new D860 that is setting performance and economy records everywhere; and, Fleet Option pickups that are priced lower than most competitive makes.

THE PROPER SERVICE!

This includes the best diesel service in the U.S.—GM trained!

THE GREATEST SELLING AIDS!

Big and consistent advertising campaign! Dynamic direct mail program! Free bonus services, including preventive maintenance plans, free mechanics courses and specialized truck engineering services.

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A sure-fire sales-maker! GMC Trucks in actual work tests help sell themselves to the value-minded operators!

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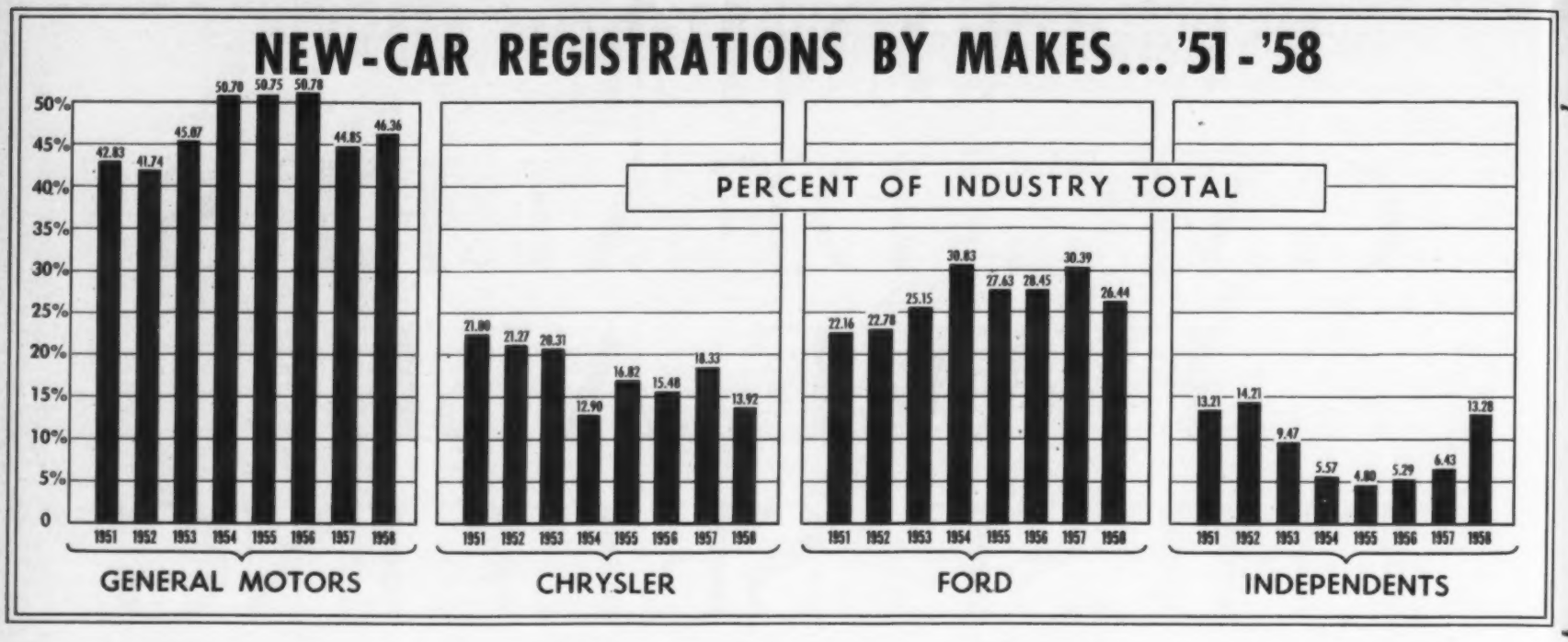
The industry's biggest engineering, design and quality-control program is bringing GMC Dealers the greatest money-saving, money-making advances in trucks today . . . the best profit-making opportunities ever!

GMC
GENERAL MOTORS CORPORATION
TRUCKS

FROM 1/2-TON TO 45-TON . . . GENERAL MOTORS LEADS THE WAY!



Percentage of Car Makes to Total Registrations, 1950-1958

	1950		1951		1952		1953		1954		1955		1956		1957		1958*	
	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total
Buick	535,807	8.47	392,285	7.75	310,806	7.47	454,320	7.92	513,497	9.28	737,879	10.29	529,371	8.89	394,553	6.60	263,871	5.67
Cadillac	101,825	1.61	97,093	1.92	87,806	2.11	98,612	1.72	110,328	1.99	141,038	1.97	132,952	2.23	141,209	2.36	122,545	2.64
Chevrolet	1,420,399	22.45	1,067,042	21.08	852,542	20.50	1,342,480	23.39	1,417,453	25.61	1,640,681	22.88	1,565,399	26.29	1,456,288	24.34	1,233,477	26.52
Oldsmobile	372,519	5.89	273,472	5.40	218,189	5.25	305,593	5.32	407,150	7.35	589,515	8.22	437,896	7.35	371,596	6.21	306,473	6.59
Pontiac	440,528	6.96	337,821	6.68	266,351	6.41	385,692	6.72	358,167	6.47	530,007	7.39	358,668	6.02	319,719	5.35	229,707	4.94
General Motors Total	2,871,078	45.38	2,167,713	42.83	1,735,694	41.74	2,586,697	45.07	2,806,595	50.70	3,639,120	50.75	3,024,286	50.78	2,683,365	44.86	2,156,073	46.36
GM Total—Except Chev.	1,450,679	22.93	1,100,671	21.75	883,152	21.24	1,244,217	21.68	1,389,142	25.09	1,998,439	27.87	1,458,887	24.49	1,227,077	20.52	922,596	19.84
Continental	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	606	.01	1,564	.03	2,490	.04	.....	.....
Edsel	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	26,681	.44	38,481	.83
Ford	1,166,118	18.43	862,309	17.04	732,481	17.61	1,116,267	19.45	1,400,440	25.30	1,573,276	21.94	1,375,343	23.09	1,493,617	24.97	1,028,160	22.11
Lincoln	34,318	.54	25,816	.51	29,110	.70	39,169	.68	36,251	.65	35,017	.49	42,598	.72	34,808	.58	26,537	.57
Mercury	318,217	5.03	233,339	4.61	185,883	4.47	287,717	5.02	269,926	4.88	371,837	5.19	274,603	4.61	260,573	4.36	136,121	2.93
Ford Total	1,518,653	24.00	1,121,464	22.16	947,474	22.78	1,443,153	25.15	1,706,617	30.83	1,980,736	27.63	1,694,108	28.45	1,818,169	30.39	1,229,299	26.44
Ford Total—Except Ford Division	352,535	5.57	259,155	5.12	214,993	5.17	326,886	5.70	306,177	5.53	407,460	5.69	318,765	5.36	324,552	5.42	201,139	4.33
Chrysler	151,300	2.39	149,435	2.95	113,392	2.73	153,756	2.68	101,741	1.84	156,458	2.18	106,853	1.79	106,436	1.78	58,532	1.26
DeSoto	115,023	1.82	112,643	2.23	91,677	2.20	122,342	2.13	76,739	1.39	118,062	1.65	100,766	1.69	103,915	1.74	47,859	1.03
Dodge	300,104	4.74	298,603	5.90	246,464	5.93	288,812	5.03	154,789	2.80	284,323	3.96	220,208	3.70	257,488	4.31	135,481	2.91
Imperial	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	10,460	.18	33,017	.55	14,801	.32
Plymouth	547,367	8.65	542,649	10.72	433,134	10.41	600,447	10.47	381,078	6.88	647,352	9.03	483,756	8.12	595,503	9.95	390,774	8.40
Chrysler Total	1,113,794	17.60	1,103,330	21.80	884,667	21.27	1,165,357	20.31	714,347	12.91	1,206,195	16.82	922,043	15.48	1,096,359	18.33	647,447	13.92
Chrysler Total—Except Plymouth	566,427	8.95	560,681	11.08	451,533	10.86	564,910	9.84	333,269	6.03	558,843	7.79	438,287	7.36	500,856	8.38	256,673	5.52
Packard	73,155	1.15	66,999	1.32	66,346	1.59	71,079	1.24	38,396	.69	52,103	.73	28,396	.48	5,189	.09	2,580	.05
Studebaker	268,229	4.24	205,514	4.06	157,902	3.80	161,257	2.81	95,914	1.73	95,761	1.33	76,402	1.28	62,565	1.04	47,732	1.03
Packard-Stude. Total	341,384	5.39	272,513	5.38	224,248	5.39	232,336	4.05	134,310	2.42	147,864	2.06	104,798	1.76	67,754	1.13	50,312	1.08
Hudson	134,219	2.12	96,847	1.91	78,509	1.89	66,797	1.16	35,824	.65	43,212	.60	30,529	.51	4,596	.07	.....	.....
Metropolitan	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	11,791	.20	12,243	.26
Nash	175,722	2.79	140,035	2.78	142,520	3.43	137,507	2.40	82,729	1.49	93,541	1.31	84,576	1.42	9,474	.16	.....	.....
Rambler	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	91,469	1.53	186,180	4.01
American Motors Total	309,941	4.91	236,882	4.69	221,029	5.32	204,304	3.56	118,553	2.14	136,753	1.91	115,105	1.93	117,330	1.96	198,423	4.27
Frazer	11,884	.19	.....	1.02	28,718	.69	10,710	.18	1,123	.02	.....	.....	.....	.....	.....	.....	.....	.....
Henry J	14,339	.22	51,372	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser	85,832	1.36	52,286	1.03	41,022	.99	22,825	.40	8,889	.16	959	.01	.....	.....	.....	.....	.....	.....
Willys	33,926	.54	26,049	.51	41,016	.99	42,433	.74	17,002	.31	6,267	.09	.....	.....	.....	.....	.....	.....
Kaiser-Willys Total	145,981	2.31	129,707	2.56	110,756	2.67	75,968	1.32	27,014	.49	7,226	.10	.....	.....	.....	.....	.....	.....
Miscellaneous	25,607	.41	29,294	.58	34,526	.83	31,174	.54	28,028	.51	52,014	.73	94,908	1.60	199,365	3.33	368,759	7.93
GRAND TOTAL—U. S.	6,326,438	100%	5,060,903	100%	4,158,394	100%	5,738,989	100%	5,535,464	100%	7,169,908	100%	5,955,248	100%	5,982,342	100%	4,650,313	100%

* 1958 figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

Percentage of Truck Makes to Total Registrations, 1950-1958

MAKE	1950		1951		1952		1953		1954		1955		1956		1957		1958*	
	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total	Registrations	Pct. of Total
Autocar	2,072	.18	2,112	.21	1,595	.20	1,713	.18	1,041	.13	....	....	....	....	....	....	....	....
Brockway	2,384	.21	2,182	.22	1,752	.21	2,080	.22	1,340	.16	1,144	.12	884	.10	738	.09	959	.13
Chevrolet	414,496	36.29	350,344	34.90	272,249	33.52	327,960	35.25	293,079	35.35	329,791	34.46	302,145	33.78	290,960	33.91	247,347	34.07
Crosley	422	.04	434	.04	243	.03	32	.00	....	....	....	....	....	....	....	....	....	....
Diamond T	5,675	.50	4,508	.45	3,420	.42	3,398	.37	2,701	.32	3,697	.39	4,037	.45	3,472	.40	2,931	.40
Divco	4,309	.38	3,752	.37	2,752	.34	2,569	.28	....	....	....	....	....	....	....	....	....	....
Dodge	99,716	8.73	106,600	10.63	102,129	12.57	82,345	8.85	60,658	7.32	66,208	6.92	57,651	6.45	49,431	5.76	36,972	5.09
Federal	1,469	.13	1,008	.10	841	.10	986	.10	....	....	....	....	....	....	....	....	....	....
Ford	315,912	27.66	250,802	24.98	179,523	22.11	266,027	28.60	267,799	32.30	295,900	30.92	263,753	29.49	277,301	32.32	208,396	28.70
FWD	323	.03	501	.05	543	.07	359	.04	....	....	....	....	....	....	....	....	....	....
GMC	97,200	8.51	100,285	9.99	79,612	9.80	82,296	8.85	66,644	8.04	84,877	8.87	82,266	9.20	62,165	7.24	56,006	7.71
Hudson	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
International	97,818	8.56	95,184	9.48	92,788	11.42	95,404	10.25	84,222	10.16	100,441	10.49	108,014	12.08	96,956	11.30	89,721	12.36
Kenworth	673	.06	668	.07	705	.09	747	.08	....	....	....	....	....	....	....	....	....	....
Mack	9,908	.87	9,794	.98	7,138	.88	6,890	.74	6,098	.73	10,932	1.14	13,190	1.47	13,312	1.55	11,878	1.64
Pontiac	1,362	.11	908	.09	541	.07	468	.05	....	....	....	....	....	....	....	....	....	....
Reo	3,876	.34	3,427	.34	3,393	.42	3,498	.38	2,283	.28	3,121	.33	2,974	.33	2,067	.24	....	....
Sterling	354	.03	334	.03	250	.03	....	....	....	....	....	....	....	....	....	....	....	....
Studebaker	45,881	4.01	32,675	3.25	28,985	3.57	22,473	2.42	10,193	1.23	10,817	1.13	8,708	.97	6,547	.76	4,118	.57
White	12,050	1.05	12,260	1.22	10,858	1.34	12,261	1.32	10,340	1.25	14,372	1.50	15,137	1.69	12,491	1.46	12,151	1.67
Willys	24,640	2.16	24,292	2.42	20,356	2.51	17,712	1.90	17,523	2.11	27,252	2.85	23,488	2.63	22,005	2.56	22,501	3.10
Miscellaneous	1,767	.15	1,780	.18	2,426	.30	1,094	.12	5,180	.62	8,449	.88	12,119	1.36	20,640	2.41	33,094	4.56
TOTAL	1,142,307	100%	1,003,850	100%	812,099	100%	930,312	100%	829,101	100%	957,001	100%	894,366	100%	858,085	100%	726,074	100%

* 1958 figures are preliminary due to incomplete audit of Oregon figures by R. L. Polk & Co.

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The world's best sales ammunition is hard, competitive fact . . . and Plymouth's BIG DIFFERENCE supplies a whole arsenal of facts to Plymouth dealers! Facts help sell the BIG DIFFERENCE in ride . . . performance . . . space . . . economy . . . many other advances that no other car in Plymouth's field offers buyers. It all adds up to a BIG DIFFERENCE in value—real worth that no other low-price car can match. And value is what customers want above all else . . . when they buy today, and when they come in for repeat sales tomorrow!

Built-in value . . . built-in profit

Plymouth

New Passenger Car Sales by Makes in

	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES									EAST NORTH CENTRAL				
Standing	Maine	New Hampshire	Vermont	Massachusetts	Rhode Island	Connecticut	New York	New Jersey	Pennsylvania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	South Carolina	North Carolina	Georgia	Florida	Ohio	Illinois	Indiana	Michigan	Wisconsin
1	Chev. 5985	Chev. 3835	Chev. 3004	Chev. 26440	Ford 4967	Chev. 15450	Chev. 99790	Chev. 45771	Chev. 74828	Chev. 4663	Chev. 24161	Chev. 5373	Chev. 22100	Chev. 8199	Chev. 9453	Ford 20979	Chev. 24078	Chev. 40191	Chev. 69550	Chev. 93394	Chev. 32363	Chev. 70488	Chev. 28346
2	Ford 5700	Ford 3088	Ford 2527	Ford 25050	Chev. 3888	Ford 13988	Ford 79348	Ford 34979	Ford 52855	Ford 3361	Ford 17386	Ford 3977	Ford 21548	Ford 7598	Ford 9022	Chev. 19185	Ford 21202	Ford 34032	Ford 62471	Ford 67567	Ford 29018	Ford 61840	Ford 24352
3	Plym. 1994	Plym. 1256	Plym. 943	Plym. 11110	Plym. 1948	Plym. 6743	Plym. 40163	Plym. 19690	Plym. 30395	Plym. 1790	Plym. 9046	Plym. 2417	Plym. 8788	Plym. 2690	Plym. 2922	Plym. 5807	Plym. 6367	Plym. 11920	Plym. 23947	Olds. 24550	Plym. 10260	Plym. 20783	Ramb. 9935
4	Ramb. 1257	Ramb. 1053	Ramb. 693	Olds. 8037	Ramb. 1391	Olds. 3924	Olds. 35042	Olds. 12719	Olds. 18426	Olds. 959	Olds. 4542	Olds. 1245	Buick 4828	Buick 2215	Buick 2488	Buick 4841	Olds. 5113	Olds. 9151	Olds. 19295	Plym. 24338	Olds. 10092	Olds. 19628	Olds. 7588
5	Pont. 1192	Pont. 677	Buick 561	Ramb. 7693	Olds. 1119	Ramb. 3801	Buick 24882	Buick 10390	Buick 16661	Pont. 803	Buick 4010	Pont. 1074	Pont. 4817	Olds. 2214	Olds. 1876	Olds. 4835	Buick 4527	Buick 8103	Buick 17501	Buick 21371	Buick 8857	Buick 15695	Buick 7209
6	Buick 1181	Olds. 641	Pont. 533	Buick 6209	Buick 856	Pont. 3313	Pont. 21600	Pont. 9764	Pont. 13867	Buick 680	Pont. 3996	Buick 754	Olds. 4420	Pont. 1732	Pont. 1814	Pont. 3848	Pont. 4221	Pont. 5960	Pont. 14705	Pont. 16930	Pont. 6395	Pont. 14326	Plym. 7177
7	Olds. 1050	Buick 634	Olds. 423	Pont. 5073	Pont. 608	Buick 2802	Ramb. 17467	Ramb. 7171	Ramb. 10698	Ramb. 489	Dodge 2947	Dodge 728	Merc. 2808	Merc. 1129	Ramb. 1057	Ramb. 2116	Ramb. 2147	Cad. 5840	Dodge 10053	Ramb. 14612	Ramb. 5054	Ramb. 11121	Pont. 5971
8	Dodge 732	Dodge 436	Dodge 344	Dodge 3455	Cad. 592	Dodge 2088	Cad. 14606	Cad. 6561	Dodge 10003	Merc. 421	Ramb. 2871	Cad. 685	Ramb. 2710	Dodge 1073	Merc. 999	Dodge 1998	Dodge 1942	Ramb. 5007	Ramb. 9903	Cad. 9828	Merc. 3600	Merc. 10752	Dodge 3172
9	Merc. 717	Merc. 384	Merc. 276	Merc. 2904	Dodge 442	Cad. 1832	Dodge 14173	Dodge 6417	Merc. 8918	Cad. 416	Merc. 2150	Ramb. 625	Dodge 2666	Ramb. 978	Dodge 855	Merc. 1762	Merc. 1863	Merc. 4066	Merc. 9871	Merc. 9630	Dodge 3512	Cad. 7603	Merc. 2764
10	Cad. 460	Cad. 285	Cad. 199	Cad. 2897	Merc. 385	Merc. 1708	Merc. 12297	Merc. 4936	Cad. 7805	Dodge 405	Cad. 1616	Merc. 594	Cad. 1715	Cad. 589	Cad. 658	Cad. 1738	Cad. 1718	Dodge 3379	Cad. 6579	Dodge 7121	Cad. 3266	Dodge 7282	Cad. 2518
11	Stude. 361	Stude. 213	Stude. 187	Chry. 1517	Chry. 270	Chry. 1030	Chry. 7481	Chry. 3873	Chry. 4967	Chry. 227	Chry. 1217	Chry. 450	Chry. 1137	Edsel 571	Chry. 328	Chry. 897	Chry. 786	Chry. 1507	DeSot. 3398	Chry. 4210	Stude. 2942	Edsel 3380	Chry. 1192
12	DeSot. 221	Chry. 169	Chry. 151	DeSot. 1441	Dodge 200	Stude. 819	DeSot. 5623	DeSot. 2842	DeSot. 4288	DeSot. 196	DeSot. 984	DeSot. 225	DeSot. 1020	Chry. 499	DeSot. 289	DeSot. 780	Stude. 670	Linc. 1375	Chry. 3394	Stude. 3745	Edsel 1529	DeSot. 2708	Stude. 1163
13	Chry. 218	DeSot. 94	DeSot. 102	Stude. 844	Stude. 136	DeSot. 736	Stude. 4615	Stude. 1870	Stude. 3298	Edsel 123	Stude. 758	Stude. 148	Stude. 814	Stude. 413	Stude. 287	Stude. 752	DeSot. 581	DeSot. 1278	Stude. 2887	DeSot. 3113	DeSot. 1462	Chry. 2542	DeSot. 978
14	Edsel 171	Edsel 92	Edsel 56	Linc. 680	Linc. 131	Edsel 545	Linc. 2944	Edsel 1478	Edsel 2201	Stude. 108	Edsel 546	Linc. 131	Edsel 790	DeSot. 398	Edsel 247	Edsel 544	Metro. 547	Stude. 1055	Edsel 2399	Edsel 2427	Chry. 1452	Stude. 2091	Edsel 827
15	Linc. 87	Linc. 71	Linc. 35	Edsel 658	Edsel 122	Linc. 436	Edsel 2784	Linc. 1284	Linc. 1459	Linc. 61	Metro. 306	Imp. 121	Linc. 430	Linc. 142	Linc. 126	Linc. 276	Edsel 542	Edsel 1033	Linc. 1608	Linc. 2241	Linc. 700	Linc. 1858	Linc. 551
16	Metro. 68	Metro. 39	Metro. 25	Imp. 335	Metro. 120	Metro. 213	Imp. 1827	Imp. 970	Imp. 959	Imp. 49	Imp. 239	Edsel 81	Metro. 248	Imp. 101	Metro. 181	Metro. 179	Linc. 309	Metro. 862	Metro. 862	Imp. 1052	Imp. 403	Metro. 694	Imp. 252
17	Imp. 43	Imp. 27	Imp. 21	Metro. 326	Imp. 84	Imp. 202	Metro. 862	Metro. 488	Metro. 575	Metro. 48	Linc. 291	Metro. 66	Imp. 222	Metro. 56	Imp. 60	Imp. 145	Imp. 159	Imp. 678	Imp. 785	Metro. 290	Pack. 156	Imp. 664	Metro. 86
18	Pack. 19	Pack. 3	Pack. 6	Pack. 55	Pack. 12	Pack. 44	Pack. 250	Pack. 129	Pack. 272	Pack. 6	Pack. 39	Pack. 17	Pack. 40	Pack. 46	Pack. 9	Pack. 41	Pack. 47	Pack. 53	Pack. 170	Pack. 202	Metro. 149	Pack. 74	Pack. 55

New Passenger Car Sales by Months in

All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.

MONTH	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Connecticut	Maine	Massachusetts	New Hampshire	Rhode Island	Vermont	New Jersey	New York	Pennsylvania	Delaware	Dist. of Col.	Florida	Georgia	Maryland	North Carolina	South Carolina	Virginia	West Virginia	Illinois	Indiana	Michigan	Ohio	Wisconsin	Alabama	Kentucky	Mississippi	Tennessee
January	5320	1806	7055	777	1811	659	14660	33504	23239	1576	1892	13096	8594	7391	5920	4650	7407	3047	28833	11846	18560	21914	7272	4364	3807	2049	5851
February	4507	1424	7228	443	1255	186	12853	23754	17695	1247	1266	10005	7739	5637	5673	1327	6557	2349	24430	6504	18731	20016	8466	4235	4339	2911	4947
March	4575	2273	9646	1501	1467	1062	16473	39507	22706	1317	2000	17591	5952	7472	6626	3056	6894	2377	27998	10595	17465	27428	9273	5438	4464	3580	7436
April	6738	2612	12760	1997	2004	1456	16354	41667	26925	1596	1921	12308	4561	7186	5266	2953	8051	2411	29133	16123	22462	24137	10444	5072	3940	2654	5389
May	6229	2502	12533	1603	1910	1634	17440	42024	24881	1381	1722	15421	13775	7705	6235	2843	7774	3146	28291	10397	26408	23710	9751	4742	3853	2829	4915
June	6512	2432	11046	1377	1842	1094	17544	42427	28040	1042	1769	11876	6966	7231	6089	3004	8424	3542	26762	11723	23524	23828	9563	4962	4719	2806	4941
July	6680	1653	11557	1434	1972	1275	16324	40224	27234	1527	2005	9228	6391	7403	7298	3100	7973	2876	27471	10051	21866	22907	8855	4658	3842	3035	4671
August	5738	1866	8547	1261	1675	935	14739	34197	24061	1464	1863	12852	7082	7609	6485	3206	7858	2702	24270	10843	20580	22143	8103	4810	4128	2835	4329
September	4550	2250	10036	1092	1462	888	12234	26539	19689	908	1600	13019	6009	5782	5961	2686	7280	2583	20545	8596	17938	17886	6909	2812	3214	2076	4574
October	6359	1871	8667	1045	1473	896	12903	28344	18939	1163	1485	14016	5932	5703	5754	2073	6192	2394	20332	8517	18942	18718	7692	4776	3342	1614	4599
November	5281	1376	7544	796	1288	676	14775	31056	17192	1209	1613	12268	6199	6238	5885	2452	6742	2474	18934	9375	23106	21656	7911	4248	4059	2212	4727
December	6899	1903	8784	1643	1317	845	20407	41497	27945	1566	2096	20266	4918	8737	8023	4787	8557	2618	41915	12095	35735	28638	13945	8260	5986	3504	7120
TOTAL	69408	23968	115403	14969	19476	11606	186706	424740	278546	15996	21232	161946	84118	84094	75215	36137	89709	32519	318914	126665	265317	272981	108184	58377	49693	32105	63499
PERCENT	1.49	.52	2.48	.32	.42	.25	4.01	9.13	5.99	.34	.46	3.48	1.81	1.81	1.62	.78	1.93	.70	6.86	2.72	5.70	5.87	2.33	1.26	1.07	.69	1.36

* Preliminary

States and Geographical Divisions in 1958

	EAST SOUTH CENTRAL				WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
Standing	Kentucky	Tennessee	Alabama	Mississippi	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 14658	Chev. 18468	Chev. 16563	Chev. 9956	Chev. 26831	Chev. 24006	Chev. 36163	Chev. 5081	Chev. 5816	Chev. 12407	Chev. 19777	Chev. 9127	Chev. 22244	Chev. 18225	Chev. 83389	Chev. 4841	Chev. 3946	Chev. 2912	Chev. 13695	Chev. 6066	Chev. 7204	Chev. 5060	Ford 1844	Chev. 13486	Chev. 13244	Chev. 107946
2	Ford 11716	Ford 15769	Ford 14263	Ford 8511	Ford 22811	Ford 20244	Ford 28591	Ford 4774	Ford 5502	Ford 10950	Ford 17128	Ford 8212	Ford 19075	Ford 14075	Ford 65148	Ford 4191	Ford 3358	Ford 2098	Ford 10149	Ford 4692	Ford 5510	Ford 4063	Chev. 1831	Ford 13204	Ford 10872	Ford 94560
3	Plym. 4166	Plym. 4931	Plym. 4288	Buick 2241	Plym. 8194	Plym. 5743	Plym. 10124	Plym. 1772	Plym. 1545	Plym. 3407	Plym. 5388	Plym. 2413	Olds. 5104	Plym. 4124	Olds. 19796	Plym. 1451	Plym. 1357	Buick 775	Plym. 3663	Plym. 1570	Plym. 1979	Plym. 1569	Plym. 616	Plym. 4183	Ramb. 3638	Plym. 37018
4	Olds. 3735	Olds. 4364	Buick 3948	Plym. 2130	Olds. 6775	Olds. 5086	Olds. 7185	Olds. 1182	Olds. 1261	Olds. 2477	Buick 4333	Olds. 1985	Plym. 4300	Olds. 4021	Plym. 18025	Ramb. 1172	Ramb. 1213	Olds. 702	Olds. 2676	Olds. 1352	Olds. 1457	Olds. 1278	Olds. 531	Ramb. 3422	Plym. 3633	Olds. 21025
5	Buick 3290	Buick 4239	Olds. 3778	Olds. 2136	Buick 5963	Buick 4592	Buick 6454	Buick 971	Buick 1103	Pont. 2154	Olds. 4255	Buick 1682	Buick 3725	Buick 3453	Buick 16881	Buick 1141	Olds. 1070	Plym. 691	Ramb. 2565	Buick 1317	Pont. 1267	Buick 1117	Pont. 491	Olds. 2725	Pont. 2511	Buick 17751
6	Pont. 2592	Pont. 3115	Pont. 2829	Pont. 1718	Pont. 5423	Pont. 4554	Pont. 5676	Ramb. 907	Pont. 1066	Buick 2087	Pont. 3807	Pont. 1491	Pont. 3690	Pont. 3328	Pont. 13249	Olds. 1138	Pont. 1038	Pont. 568	Buick 2172	Pont. 1170	Buick 1227	Pont. 1017	Merc. 375	Pont. 2581	Olds. 2490	Pont. 17314
7	Merc. 1750	Ramb. 2194	Ramb. 1701	Ramb. 691	Ramb. 4987	Ramb. 3479	Dodge 3582	Pont. 783	Ramb. 975	Ramb. 1537	Ramb. 2840	Merc. 893	Merc. 1989	Ramb. 1973	Merc. 6824	Pont. 889	Buick 962	Ramb. 535	Pont. 2167	Ramb. 780	Ramb. 1029	Ramb. 880	Buick 350	Buick 2482	Buick 2270	Ramb. 16910
8	Dodge 1290	Dodge 1788	Merc. 1515	Merc. 668	Merc. 2889	Merc. 2579	Ramb. 3488	Dodge 652	Dodge 603	Merc. 1308	Dodge 2044	Dodge 871	Dodge 1491	Merc. 1616	Cad. 6531	Dodge 644	Merc. 614	Merc. 348	Merc. 1678	Merc. 724	Merc. 862	Merc. 830	Cad. 312	Merc. 1778	Merc. 1623	Cad. 14186
9	Ramb. 1260	Merc. 1592	Dodge 1412	Dodge 628	Dodge 2697	Dodge 2150	Merc. 2822	Merc. 592	Merc. 557	Dodge 1111	Merc. 2033	Ramb. 854	Cad. 1477	Dodge 1340	Dodge 5619	Merc. 628	Dodge 524	Dodge 276	Dodge 1603	Dodge 703	Dodge 755	Dodge 593	Dodge 269	Dodge 1720	Dodge 1123	Dodge 14170
10	Cad. 975	Cad. 1263	Cad. 1151	Cad. 582	Cad. 1900	Cad. 1364	Cad. 2600	Chry. 349	Cad. 297	Cad. 748	Cad. 1293	Cad. 610	Ramb. 1214	Cad. 1329	Ramb. 5283	Cad. 456	Cad. 449	Cad. 274	Cad. 1063	Cad. 453	Cad. 692	Cad. 498	Ramb. 204	Cad. 920	Cad. 860	Merc. 12100
11	Edsel 561	Stude. 614	Chry. 619	Stude. 331	Stude. 1364	Stude. 895	Stude. 1216	Cad. 256	Chry. 277	Chry. 467	Chry. 744	Stude. 299	Stude. 571	Stude. 616	Chry. 2523	Stude. 360	Stude. 264	Edsel 135	Chry. 578	Chry. 271	Edsel 328	DeSot. 309	Edsel 173	Stude. 718	Stude. 760	Chry. 5272
12	Chry. 504	Edsel 593	Edsel 495	Chry. 303	Chry. 1190	Chry. 892	DeSot. 1125	Stude. 248	Stude. 271	Stude. 417	Edsel 730	Chry. 247	Edsel 508	Chry. 437	Stude. 2247	Chry. 285	Chry. 217	Chry. 121	Stude. 452	Edsel 250	Chry. 309	Edsel 258	Chry. 138	Edsel 607	Edsel 511	DeSot. 3680
13	DeSot. 409	DeSot. 593	DeSot. 456	DeSot. 233	DeSot. 964	Edsel 748	Chry. 1023	Edsel 244	DeSot. 202	Edsel 267	Stude. 727	DeSot. 232	Chry. 490	DeSot. 399	DeSot. 1757	Edsel 250	Edsel 188	DeSot. 107	Edsel 437	DeSot. 249	Linc. 217	Chry. 255	Stude. 130	Chry. 565	DeSot. 461	Stude. 3607
14	Stude. 371	Chry. 553	Stude. 418	Edsel 217	Edsel 921	DeSot. 567	Edsel 818	DeSot. 200	Edsel 187	DeSot. 259	DeSot. 669	Edsel 218	DeSot. 432	Edsel 376	Edsel 1740	DeSot. 170	DeSot. 159	Stude. 88	DeSot. 424	Stude. 235	Stude. 206	Stude. 131	DeSot. 128	DeSot. 532	Chry. 380	Edsel 3575
15	Linc. 197	Linc. 245	Linc. 247	Linc. 95	Linc. 427	Merc. 272	Linc. 472	Linc. 100	Linc. 64	Linc. 177	Linc. 286	Linc. 108	Linc. 319	Linc. 273	Linc. 1137	Linc. 111	Linc. 117	Linc. 55	Linc. 248	Linc. 119	DeSot. 106	Linc. 115	Linc. 122	Linc. 341	Linc. 236	Linc. 3211
16	Metro. 109	Metro. 209	Metro. 158	Metro. 81	Imp. 252	Imp. 146	Imp. 279	Imp. 59	Imp. 52	Imp. 103	Metro. 136	Metro. 68	Metro. 312	Metro. 134	Metro. 854	Imp. 80	Imp. 58	Imp. 42	Imp. 151	Imp. 67	Imp. 118	Imp. 65	Imp. 37	Metro. 172	Imp. 158	Metro. 2014
17	Imp. 100	Imp. 114	Imp. 138	Imp. 70	Pack. 65	Metro. 40	Metro. 199	Pack. 8	Metro. 13	Pack. 29	Imp. 130	Imp. 52	Imp. 128	Imp. 115	Imp. 783	Metro. 11	Metro. 33	Metro. 12	Metro. 101	Metro. 59	Metro. 80	Metro. 23	Metro. 19	Imp. 146	Metro. 56	Imp. 1960
18	Pack. 35	Pack. 31	Pack. 10	Pack. 7	Metro. 29	Pack. 24	Pack. 56	Metro. 7	Pack. 13	Metro. 24	Pack. 41	Pack. 16	Pack. 17	Pack. 22	Pack. 86	Pack. 10	Pack. 16	Pack. 7	Pack. 26	Pack. 9	Pack. 15	Pack. 10	Pack. 10	Pack. 31	Pack. 17	Pack. 224

States and Geographical Divisions, 1958

	WEST NORTH CENTRAL						WEST SOUTH CENTRAL					MOUNTAIN STATES								PACIFIC STATES			
MONTH	Iowa	Kansas	Minnesota	Missouri	Nebraska	North Dakota	South Dakota	Arkansas	Louisiana	Oklahoma	Texas	Arizona	Colorado	Idaho	Montana	Nevada	New Mexico	Utah	Wyoming	California	Oregon	Washington	TOTAL ALL STATES
January	7189	5091	7000	6927	3534	1847	2544	4878	6753	3719	25167	1847	4901	1211	1538	616	1489	1409	1041	37549	4167	4615	381932
February	5847	3714	8044	8078	3755	1458	1730	4076	7329	4257	22131	2198	3597	1700	1287	624	1769	1676	806	36887	2854	4039	333580
March	5905	5242	9574	10327	3498	1526	1308	2287	6071	5212	22850	2355	4074	1389	1412	995	1625	1861	809	34796	5020	6193	400501
April	6873	8603	10042	12305	3838	1692	1562	2206	5920	4714	19704	1982	4390	1412	1918	1131	1720	1683	734	36117	5640	5929	418255
May	6976	6966	7773	13945	3712	1511	2457	2371	5429	4421	22045	2038	4085	1549	1708	490	1782	2147	806	35786	4675	5158	423484
June	6828	6238	8773	11742	3549	1458	1217	1447	5367	4976	23030	2379	4064	1721	1808	531	1498	1502	909	37580	4506	4399	410607
July	6660	6443	10192	9684	3615	1353	2004	3072	5217	5466	22879	2364	4224	1495	1787	458	2212	1890	1120	39507	4811	5134	405097
August	6109	5997	7891	9337	3634	1456	1620	2711	5027	4988	21292	2371	4227	1338	1797	455	1787	1617	951	35759	4220	4310	375075
September	5667	5225	5394	8428	2793	1714	1523	1838	4643	4152	16566	2158	3542	1256	1564	721	1796	1387	721	32422	3905	4442	320975
October	5284	4401	5604	7371	2574	1450	1410	2230	5092	4120	17261	1831	3416	1214	1560	919	1728	1376	662	34815	3522	3226	324807
November	5807	4781	5187	5611	2885	1450	1478	2344	5043	4209	20397	1969	3310	1074	1235	1002	1561	1146	737	36983	3924	5375	338800
December	10466	6585	11701	13738	4270	1795	1526	1240	9531	8703	34225	3379	4841	1901	1558	1764	2762	2488	1135	52387	5916	5283	517200
TOTAL	79611	69286	97175	117493	41657	18710	20379	30700	71422	58937	267547	26871	48671	17260	19172	9706	21789	20182	10431	450588	53160*	58103	4650313*
PERCENT	1.71	1.49	2.09	2.53	.90	.40	.44	.66	1.54	1.27	5.75	.58	1.05	.37	.41	.21	.47	.43	.22	9.69	1.14	1.25	100%

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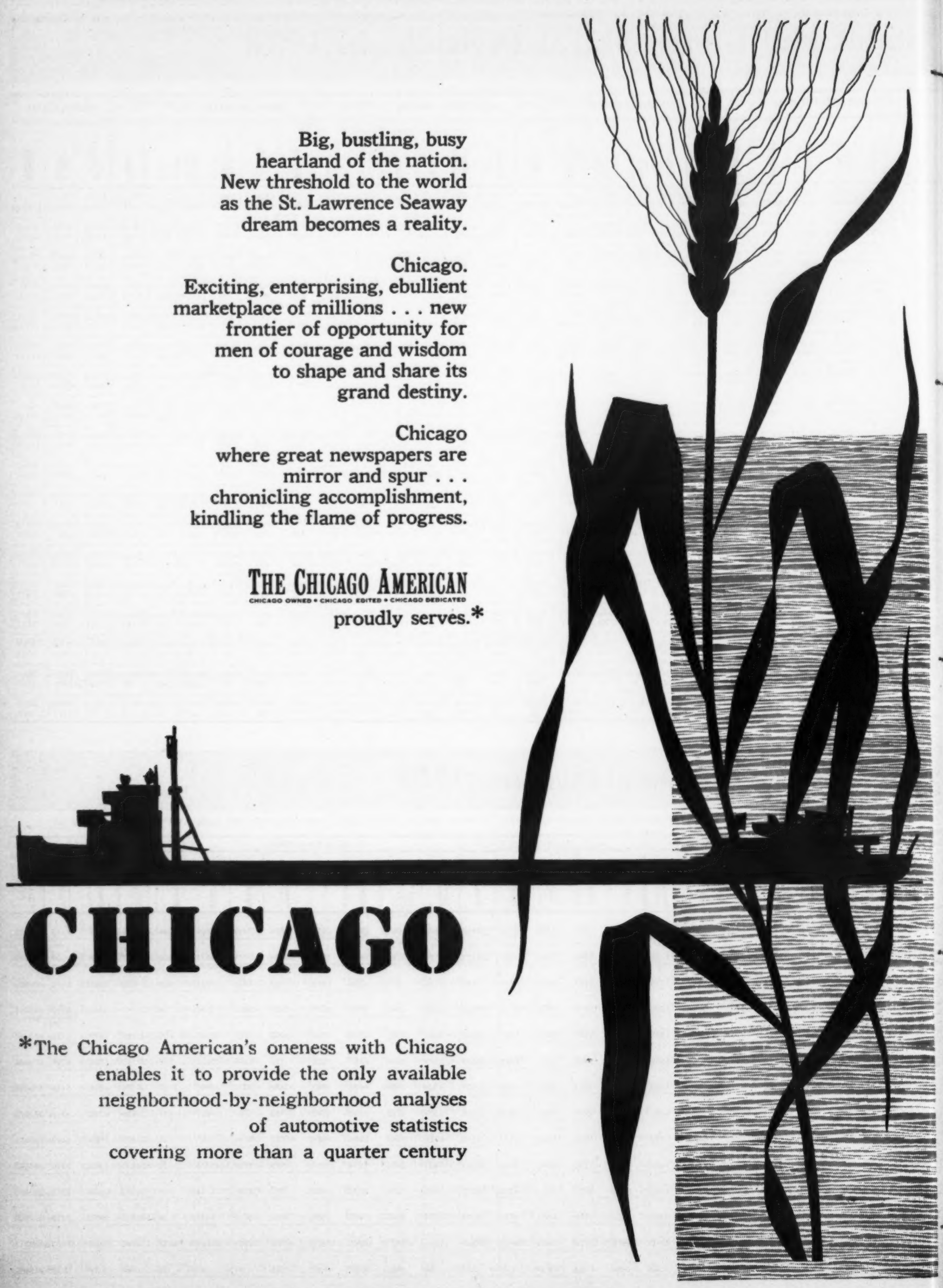


CHICAGO

*The Chicago American's oneness with Chicago
enables it to provide the only available
neighborhood-by-neighborhood analyses
of automotive statistics
covering more than a quarter century

New Passenger Car Registrations, 1949-1958 Showing Percentage Of Each State to Total Registration

STATES	1958* Registrations	% of Total	1957 Registrations	% of Total	1956 Registrations	% of Total	1955 Registrations	% of Total	1954 Registrations	% of Total	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	58,377	1.26	81,538	1.36	84,634	1.42	101,651	1.42	72,893	1.32	71,078	1.24	51,074	1.23	64,420	1.27	79,156	1.25	58,273	1.20	72,309	1.30
Arizona	26,871	.58	35,762	.60	32,221	.54	37,303	.52	24,999	.45	24,926	.43	18,791	.45	22,040	.44	26,570	.42	20,995	.43	27,048	.49
Arkansas	30,700	.66	41,949	.70	45,369	.76	49,573	.69	37,589	.68	41,599	.72	28,709	.69	37,534	.74	47,003	.74	34,030	.70	39,405	.71
California	450,588	9.69	571,185	9.55	556,164	9.34	665,892	9.29	434,789	7.85	452,769	7.89	346,929	8.34	392,682	7.76	519,999	8.22	389,544	8.05	478,054	8.60
Colorado	48,671	1.05	55,011	.92	51,764	.87	61,925	.86	46,007	.83	44,558	.78	34,946	.84	43,172	.85	58,953	.93	42,770	.88	48,778	.88
Connecticut	69,408	1.49	88,035	1.47	89,346	1.50	105,879	1.48	86,202	1.56	87,629	1.53	63,768	1.53	73,246	1.45	86,097	1.36	66,278	1.37	81,589	1.47
Delaware	15,996	.34	19,266	.32	18,867	.32	22,940	.32	17,101	.31	18,498	.32	12,329	.30	15,277	.30	17,421	.28	14,655	.30	17,235	.31
Florida	161,946	3.48	191,098	3.20	175,651	2.95	195,468	2.73	131,433	2.37	120,439	2.10	80,905	1.95	94,103	1.85	116,904	1.85	84,238	1.74	135,218	2.42
Georgia	84,118	1.81	107,883	1.80	121,633	2.04	139,382	1.94	98,437	1.78	94,643	1.65	72,240	1.74	93,854	1.85	113,923	1.80	80,886	1.67	100,700	1.81
Idaho	17,260	.37	19,661	.33	20,408	.34	24,272	.34	19,187	.35	23,776	.41	18,735	.45	23,151	.46	27,355	.43	23,211	.48	21,702	.40
Illinois	318,914	6.86	398,523	6.66	398,174	6.69	460,883	6.43	398,306	7.20	406,069	7.08	295,729	7.11	350,846	6.93	417,871	6.61	345,156	7.13	379,047	6.87
Indiana	126,665	2.72	185,398	3.10	188,423	3.16	229,951	3.21	172,344	3.11	182,962	3.19	122,339	2.94	159,446	3.15	200,112	3.16	148,827	3.08	171,647	3.08
Iowa	79,611	1.71	86,674	1.45	83,895	1.41	108,294	1.51	98,534	1.78	100,797	1.76	71,700	1.72	95,638	1.89	128,114	2.02	102,103	2.11	95,544	1.74
Kansas	69,286	1.49	80,995	1.35	80,973	1.36	99,292	1.38	86,826	1.57	83,127	1.45	63,172	1.52	76,047	1.50	91,572	1.45	74,760	1.55	80,605	1.46
Kentucky	49,693	1.07	73,134	1.22	73,560	1.24	86,105	1.20	66,927	1.21	72,423	1.26	51,716	1.24	62,832	1.24	78,897	1.25	61,597	1.27	67,688	1.22
Louisiana	71,422	1.54	98,985	1.66	91,588	1.54	101,265	1.41	83,500	1.51	77,655	1.35	53,850	1.29	59,212	1.17	81,231	1.28	65,820	1.36	78,453	1.41
Maine	23,968	.52	26,516	.44	27,400	.46	30,191	.42	23,266	.42	24,283	.42	16,967	.41	22,467	.44	29,175	.46	23,140	.48	24,737	.45
Maryland	84,094	1.81	101,124	1.69	102,841	1.73	118,567	1.65	87,142	1.57	89,494	1.56	66,831	1.61	78,073	1.54	93,227	1.47	69,985	1.45	89,138	1.61
Massachusetts	115,403	2.48	144,767	2.42	156,987	2.64	177,672	2.48	155,881	2.82	159,527	2.78	115,195	2.77	137,643	2.72	166,815	2.64	133,288	2.75	146,318	2.65
Michigan	265,317	5.70	365,813	6.12	348,138	5.85	512,525	7.15	375,625	6.79	423,454	7.38	287,842	6.92	343,779	6.79	430,321	6.80	321,421	6.64	367,424	6.61
Minnesota	97,175	2.09	122,349	2.05	115,709	1.94	129,423	1.81	116,696	2.11	123,661	2.15	91,598	2.20	112,416	2.22	153,203	2.42	107,435	2.22	116,966	2.12
Mississippi	32,105	.69	45,605	.76	52,058	.87	61,807	.86	47,000	.85	45,176	.79	33,681	.81	42,386	.84	50,797	.80	40,163	.83	45,078	.81
Missouri	117,493	2.53	143,615	2.40	148,169	2.49	178,704	2.49	147,737	2.67	159,971	2.79	96,788	2.33	140,397	2.77	174,394	2.76	131,269	2.71	143,864	2.59
Montana	19,172	.41	23,432	.39	24,256	.41	27,045	.38	22,703	.41	24,869	.43	20,160	.48	24,735	.49	31,249	.50	23,681	.49	24,130	.44
Nebraska	41,657	.90	44,836	.75	43,929	.74	59,626	.83	53,216	.96	58,278	1.01	43,907	1.06	55,510	1.10	67,964	1.07	51,105	1.06	52,003	.95
Nevada	9,706	.21	10,758	.18	10,945	.18	12,067	.17	8,052	.14	7,846	.14	5,794	.14	6,173	.12	7,672	.12	6,607	.14	8,562	.15
New Hampshire	14,969	.32	18,209	.31	19,067	.32	23,048	.32	18,138	.33	17,680	.31	14,095	.34	16,226	.32	19,154	.30	15,162	.31	17,575	.32
New Jersey	186,706	4.01	221,442	3.70	222,728	3.74	258,527	3.61	216,076	3.90	211,073	3.68	148,936	3.58	179,333	3.54	210,785	3.33	165,842	3.43	202,145	3.65
New Mexico	21,729	.47	27,191	.45	25,922	.44	30,501	.43	22,508	.41	21,248	.37	15,462	.37	18,512	.37	23,289	.36	17,571	.36	22,393	.40
New York	424,740	9.13	544,567	9.10	511,096	8.58	634,859	8.85	481,078	8.69	486,032	8.46	342,044	8.23	420,720	8.31	542,195	8.57	415,634	8.59	480,196	8.65
North Carolina	75,215	1.62	99,493	1.66	107,139	1.80	132,114	1.84	96,986	1.75	110,364	1.92	78,399	1.89	98,339	1.94	119,477	1.89	93,514	1.93	101,104	1.83
North Dakota	18,710	.40	22,996	.38	19,446	.33	22,055	.31	21,654	.39	24,075	.42	18,091	.44	23,213	.46	27,549	.44	22,905	.47	22,069	.40
Ohio	272,981	5.87	380,900	6.37	387,257	6.50	443,762	6.19	331,768	5.99	359,056	6.26	257,446	6.19	315,606	6.24	388,389	6.14	302,830	6.26	344,000	6.20
Oklahoma	58,937	1.27	73,025	1.22	75,446	1.27	94,347	1.32	76,428	1.38	78,336	1.36	55,962	1.35	69,112	1.37	90,591	1.43	65,563	1.36	73,775	1.33
Oregon	53,160	1.14	63,728	1.07	70,531	1.18	81,402	1.13	54,814	.99	60,858	1.06	51,215	1.23	58,446	1.15	72,261	1.14	55,212	1.14	62,163	1.12
Pennsylvania	278,546	5.99	374,465	6.26	386,977	6.50	463,339	6.46	359,822	6.50	413,057	7.20	302,867	7.28	367,310	7.28	435,035	6.88	336,446	6.95	371,786	6.73
Rhode Island	19,476	.42	23,330	.39	23,996	.40	32,537	.45	27,183	.49	27,728	.48	20,027	.48	24,516	.48	32,884	.52	24,463	.51	25,614	.46
South Carolina	36,137	.78	47,761	.80	52,355	.88	60,217	.84	47,052	.85	54,251	.95	37,789	.91	49,138	.97	58,073	.92	45,543	.95	48,832	.89
South Dakota	20,379	.44	21,048	.35	19,874	.33	24,112	.34	22,164	.40	21,598	.38	17,678	.43	22,403	.44	28,158	.45	22,215	.46	21,963	.40
Tennessee	63,499	1.36	89,207	1.49	90,605	1.52	118,864	1.66	91,224	1.65	88,369	1.54	59,426	1.43	70,924	1.40	105,144	1.66	78,850	1.64	85,611	1.54
Texas	267,547	5.75	356,065	5.95	345,288	5.80	429,931	6.00	349,509	6.31	321,374	5.60	238,687	5.74	288,935	5.71	366,050	5.79	243,837	5.04	320,722	5.77
Utah	20,182	.43	24,241	.41	24,029	.40	27,262	.38	19,366	.35	21,884	.38	18,190	.44	21,923	.43	27,670	.44	21,366	.44	22,611	.41
Vermont	11,606	.25	13,413	.22	13,789	.23	14,653	.20	11,926	.22	12,672	.22	8,818	.21	11,457	.23	13,554	.22	13,355	.28	12,524	.23
Virginia	89,709	1.93	116,123	1.94	117,344	1.97	135,549	1.89	113,992	2.06	108,232	1.89	89,228	2.15	104,683	2.07	130,886	2.07	104,106	2.15	110,985	2.01
Washington	58,103	1.25	73,876	1.23	75,960	1.28	89,231	1.24	63,579	1.15	68,202	1.19	56,449	1.36	70,792	1.40	91,061	1.44	74,241	1.54	72,149	1.31
West Virginia	32,519	.70	54,969	.92	53,408	.90	54,951	.77	39,154	.71	43,875	.76	32,631	.78	41,345	.82	45,807	.72	36,293	.75	43,495	.78
Wisconsin	108,184	2.33	135,698	2.27	131,296	2.20	151,246	2.11	120,572	2.18	132,309	2.31	97,225	2.34	121,821	2.41	151,161	2.39	120,845	2.50	127,036	2.31
Wyoming	10,431	.22	12,355	.21	12,087	.20	14,970	.21	12,910	.23	13,317	.23	11,104	.26	12,837	.25	17,804	.28	12,023	.25	12,984	.23
District of Columbia	21,232	.46	24,328	.41	26,506	.44	34,729	.48	25,169	.45	24,892	.43	20,930	.50	26,233	.53	33,466	.53	29,209	.60	26,670	.48
TOTAL	4,650,313	100%	5,982,342	100%	5,955,248	100%	7,169,908	100%	5,535,464	100%	5,738,989	100%	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	5,541,634	100%

* Preliminary

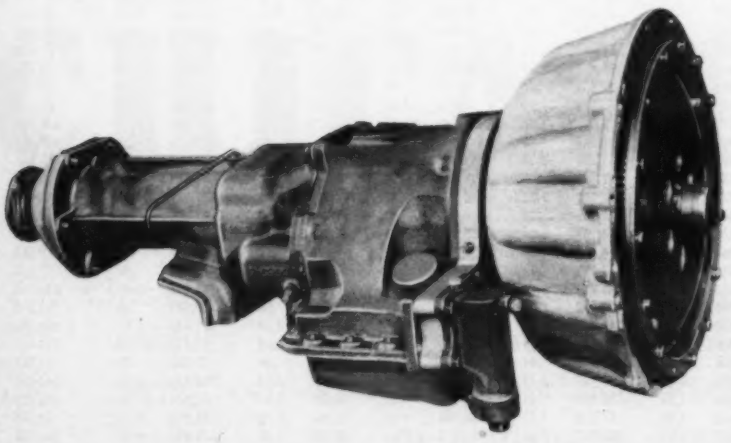
The most talked-about design of the year!

THE CLEAN WINGED STYLE OF BUICK '59

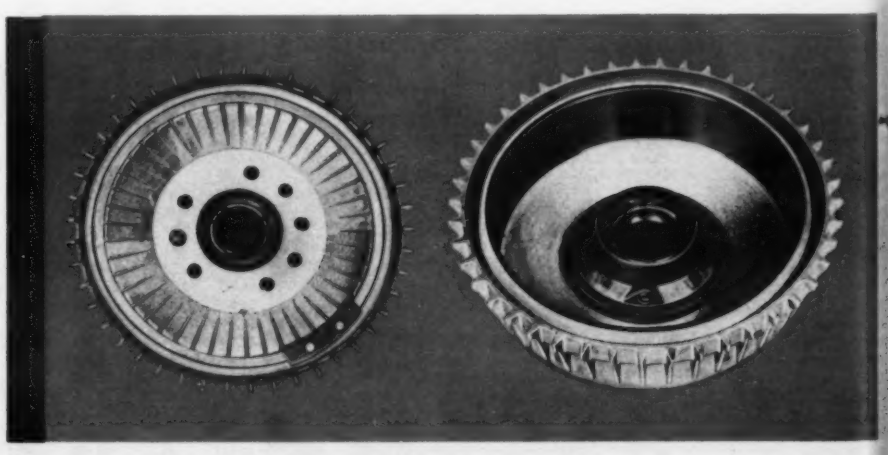
"Most modern styling of all the new cars!" "Clean, fresh, uncluttered . . . best looking by far!" Comments like these about the '59 Buick keep coming in from all over the country. Even professional automobile men, whose business it is to know all the cars, say Buick '59 styling is tops. The Editors of Motor Trend, for example, voted the Buick Invicta 4-door hardtop the "best-looking car overall".

But "looks" alone is not what makes this a truly great car. There's quality there you just can't beat. The finest brakes in the industry . . . silk-smooth Turbine transmissions . . . power plants designed to give economy unmatched in Buick history. Full 15-inch wheels, double-wrapped, zinc-plated mufflers . . . and the best insulated, quietest Buick bodies ever built by Fisher.

All these things . . . plus a pricing set-up that lets drivers own a '59 Buick for only about $200 more than the best models of the "leading low-priced three". . . give Buick dealers an "edge" enjoyed by no other dealers in the automobile business.



Air-tight transmissions! To assure that every Buick transmission housing is sealed 100% air-tight, it is filled with compressed air at 15 pounds pressure, and totally immersed in water. The slightest leak, betrayed by an air bubble, brings instant rejection.



Aluminum brake drums! Only Buick has them. They're standard on the front brakes of all Buicks. Shed heat 5 times faster than ordinary brake drums. Another exclusive feature: both front and rear brakes are fin-cooled!

THE POPULAR GERMAN-BUILT OPEL IS SOLD IN THE U.S. ONLY BY BUICK DEALERS.

THE CAR: BUICK '59

BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION

1958 Motor Vehicle Registrations in 115 Leading Counties

STATE	COUNTY	PRINCIPAL CITY	PASSENGERS	VOL. RANK	TRUCKS	VOL. RANK
Alabama	Jefferson	Birmingham	179148	46	25712	42
	Mobile	Mobile	85157	109	13435	101
Arizona	Maricopa	Phoenix	191950	38	44198	11
	Pima	Tucson	79792	112	14204	92
California	Alameda	Oakland	313880	13	43773	12
	Contra Costa	Richmond	135762	68	19023	65
	Fresno	Fresno	121147	80	33105	21
	Kern	Bakersfield	98548	96	26452	38
	Los Angeles	Los Angeles	2308256	1	301085	1
	Orange	Santa Ana	212147	30	29714	31
	Riverside	Riverside	98278	97	21631	52
	Sacramento	Sacramento	160749	56	32274	23
	San Bernardino	San Bernardino	164972	55	30985	27
	San Diego	San Diego	302713	16	42974	14
	San Francisco	San Francisco	236887	26	50386	7
	San Joaquin	Stockton	82256	108	22409	50
	San Mateo	San Mateo	150194	63	18195	68
	Santa Clara	San Jose	204097	33	33175	20
Colorado	Denver	Denver	199529	36	28568	35
Connecticut	Fairfield	Bridgeport	243856	25	23986	46
	Hartford	Hartford	208896	32	26348	39
	New Haven	New Haven	209716	31	26248	40
Delaware	New Castle	Wilmington	84817	107	13756	97
Florida	Broward	Ft. Lauderdale	115010	85	14334	91
	Dade	Miami	339008	11	38884	15
	Duval	Jacksonville	128805	72	19800	61
	Hillsborough	Tampa	126586	74	23157	49
	Palm Beach	West Palm Beach	80697	111	12128	106
	Pinellas	St. Petersburg	130828	71	13555	99
Georgia	Fulton)	Atlanta	187250	41	31984	24
Illinois	Cook	Chicago	1406882	2	114499	2
	DuPage	Elmhurst	106216	90	7987	114
	Lake	Waukegan	94502	99	9032	113
Indiana	Lake	Gary	150932	62	19178	64
	Marion	Indianapolis	233866	28	37881	17
Iowa	Polk	Des Moines	85788	106	13216	102
Kansas	Sedgwick	Wichita	132153	70	20588	56
Kentucky	Jefferson	Louisville	183654	42	24727	44
Louisiana	Orleans Parish	New Orleans	142468	65	19734	62
Maryland	Baltimore City)	Baltimore	284090	19	33255	19
	Montgomery	Silver Springs	103896	92	7631	115
Massachusetts	Bristol	Fall River-New Bedford	115724	83	14184	93
	Essex	Lynn	165241	54	16741	72
	Hampden	Springfield	126401	75	14826	84
	Middlesex	Cambridge	350316	10	32903	22
	Norfolk	Quincy	157134	57	12483	104
	Suffolk	Boston	169764	51	24928	43
	Worcester	Worcester	170518	50	21365	53
Michigan	Genesee	Flint	126103	76	13485	100
	Kent	Grand Rapids	122437	79	16885	71
	Macomb	East Detroit	126767	73	11678	107
	Oakland	Pontiac	236525	27	20940	54
	Wayne	Detroit	870681	4	82548	4
Minnesota	Hennepin	Minneapolis	280023	20	31342	26
	Ramsey	St. Paul	143431	64	18505	67
Missouri	Clay-Jackson	Kansas City	202630	34	30025	30
	St. Louis City)	St. Louis	266345	23	35552	18
	St. Louis County)		136036	67	13612	98
Nebraska	Douglas	Omaha	105906	91	14490	86
New Jersey	Bergen	Hackensack	274397	22	23881	47
	Camden	Camden	114423	86	12721	103
	Essex	Newark	294403	18	38486	16
	Hudson	Jersey City	153754	60	18804	66
	Mercer	Trenton	86731	105	12339	105
	Middlesex	New Brunswick	137450	66	15164	82
	Monmouth	Asbury Park	113354	88	15432	80
	Morris	Morristown	93475	101	10384	110
	Passaic	Paterson	133657	69	15450	79
	Union	Elizabeth	182890	43	16428	76
New York	5 Boroughs	New York	1268979	3	113599	3
	Erie	Buffalo	313803	14	31727	25
	Monroe	Rochester	181108	45	16317	77
	Nassau	Hempstead	453504	6	30230	29
	Onondaga	Syracuse	125592	77	14408	89
	Suffolk	Kings Park	202425	35	20333	58
	Westchester	Yonkers	276482	21	20579	57
North Carolina	Mecklenburg	Charlotte	79688	113	14439	87
Ohio	Cuyahoga	Cleveland	536450	5	43237	13
	Franklin	Columbus	214193	29	27359	37
	Hamilton	Cincinnati	249884	24	25873	41
	Lucas	Toledo	151355	61	14590	85
	Montgomery	Dayton	172584	49	16706	73
	Stark	Canton	115082	84	14432	88
	Summit	Akron	168818	52	17125	69
	Mahoning)	Youngstown	94590	98	9902	112
Oklahoma	Oklahoma	Oklahoma City	153956	59	30670	28
	Tulsa	Tulsa	124967	78	24432	45
Oregon	Multnomah	Portland	195624	37	28342	36
Pennsylvania	Allegheny	Pittsburgh	450012	7	49295	9
	Berks	Reading	87772	103	13938	94
	Bucks	Levittown	93832	100	10690	109
	Delaware	Chester	166176	53	11575	108
	Erie	Erie	79595	114	10246	111
	Lancaster	Lancaster	86841	104	16508	75
	Luzerne	Wilkes-Barre	100967	93	15002	83
	Montgomery	Norristown	173015	48	19597	63
	Philadelphia	Philadelphia	443053	8	56796	6
	Westmoreland	North Kensington	99150	95	13850	96
	York	York	81055	110	13855	95
Rhode Island	Providence	Providence	173038	47	23208	48
Tennessee	Davidson	Nashville	113816	87	15288	81
	Shelby	Memphis	155370	58	21655	51
Texas	Bexar	San Antonio	182527	44	28969	34
	Dallas	Dallas	313760	15	50205	8
	Harris	Houston	395549	9	68167	5
	Tarrant	Fort Worth	187869	40	29415	33
Utah	Salt Lake	Salt Lake City	119665	82	20654	55
Virginia	Henrico	Richmond	108626	89	19974	60
	Norfolk	Norfolk	120150	81	14346	90
Washington	King	Seattle	315034	12	46464	10
	Pierce	Tacoma	100849	94	16592	74
	Spokane	Spokane	88291	102	16999	70
West Virginia	Kanawha	Charleston	77741	115	15522	78
Wisconsin	Milwaukee	Milwaukee	301384	17	29433	32
Dist. of Columbia		Washington	190093	39	20224	59
Total of 115 Counties			25446208		3171554	
Total U. S. as of July 1, 1958			52492509		10056567	

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Sixes Gain on V-8s, Automatics Down . . .

New-Car Options—'58 vs. '57

(Industry Breakdown)

Equipment:	No. of Units on '58 Models	Pct. of Total Output, '58 Models	No. of Units on '57 Models	Pct. of Total Output, '57 Models	Pct. of Change Between '58-'57 Models	Pct. Pt. Change Over 8 Years, '50-'58
Automatic Trans.	3,275,035	77.55	4,915,468	79.14	— 1.59	+52.70
Power Steering	1,720,363	40.74	2,215,203	35.67	+ 5.07	+40.37*
Power Brakes	1,234,040	29.22	1,727,165	27.80	+ 1.42	+28.43**
Power Seats	308,507	7.31	418,193	6.73	+ 0.58	+ 6.92
Power Windows	284,712	6.74	469,866	7.56	— 0.82	+ 6.20
Power Antennas	221,737	5.25	389,853	6.28	— 1.03	+ 4.59***
8-Cylinder Engines	3,219,621	76.25	5,125,430	82.52	— 6.27	+33.04
6-Cylinder Engines	1,003,144	23.75	1,085,428	17.48	+ 6.27	—33.04

*Percentage-point change for power steering dates from 1951, the first year it was offered.
**Percentage-point change for power brakes dates from 1952, the first year it was offered.
***Percentage-point change for power antennas dates from 1952, the first year the electrically-operated type was offered.

Low-Priced Lines

Equipment:	Pct. of Industry Output, '58 Model	Pct. of Class Output, '58 Model	Pct. of Industry Output, '57 Model	Pct. of Class Output, '57 Model	Pct. Pt. Change Between '58 & '57 Industry Output	Pct. Pt. Change Between '58 & '57 Class Output
Automatic Trans.	45.76	67.83	44.91	69.20	+ 0.85	— 1.37
Power Steering	17.10	25.34	12.78	19.70	+ 4.32	+ 5.64
Power Brakes	7.92	11.75	6.57	10.12	+ 1.35	+ 1.63
Power Seats	0.72	1.06	0.68	1.05	+ 0.04	+ 0.01
Power Windows	0.72	1.07	0.75	1.15	— 0.03	— 0.08
Power Antennas	0.06	0.09	0.24	0.37	— 0.18	— 0.28
8-Cylinder Engines	43.90	65.07	47.73	73.55	— 3.83	— 8.48
6-Cylinder Engines	23.56	34.93	17.17	26.45	+ 6.39	+ 8.48

Low-priced lines include Chevrolet, Ford, Plymouth, Rambler and Studebaker.

Medium-Priced Lines

Equipment:	Pct. of Industry Output, '58 Model	Pct. of Class Output, '58 Model	Pct. of Industry Output, '57 Model	Pct. of Class Output, '57 Model	Pct. Pt. Change Between '58 & '57 Industry Output	Pct. Pt. Change Between '58 & '57 Class Output
Automatic Trans.	27.82	97.41	30.62	97.26	— 2.80	+ 0.15
Power Steering	19.67	68.87	19.28	61.21	+ 0.39	+ 7.66
Power Brakes	17.33	60.66	17.62	55.98	— 0.29	+ 4.68
Power Seats	3.40	11.90	3.57	11.35	— 0.17	+ 0.55
Power Windows	2.85	9.99	3.81	12.12	— 0.96	— 2.13
Power Antennas	1.94	6.79	2.43	7.70	— 0.49	— 0.91
8-Cylinder Engines	28.38	99.34	31.18	99.02	— 2.80	+ 0.32
6-Cylinder Engines	0.19	0.66	0.31	0.98	— 0.12	— 0.32

Medium-priced lines include Buick, Pontiac, Oldsmobile, Dodge, DeSoto, Packard, Chrysler, Mercury and Edsel. Gone from the '58 lineup were Hudson and Nash.

High-Priced Lines

Equipment:	Pct. of Industry Output, '58 Model	Pct. of Class Output, '58 Model	Pct. of Industry Output, '57 Model	Pct. of Class Output, '57 Model	Pct. Pt. Change Between '58 & '57 Industry Output	Pct. Pt. Change Between '58 & '57 Class Output
Automatic Trans.	3.97	100.00	3.61	100.00	+ 0.36	0.00
Power Steering	3.97	100.00	3.61	100.00	+ 0.36	0.00
Power Brakes	3.97	100.00	3.61	100.00	+ 0.36	0.00
Power Seats	3.19	80.27	2.48	68.67	+ 0.71	+11.60
Power Windows	3.17	79.87	3.00	83.08	+ 0.17	— 3.21
Power Antennas	3.25	81.97	3.61	100.00	— 0.36	—18.03
8-Cylinder Engines	3.97	100.00	3.61	100.00	+ 0.36	0.00
6-Cylinder Engines	.....	.....	.....	.....	.....	.....

High-priced lines include Cadillac, Imperial and Lincoln.

The car that's wanted for all its worth! Again in 1959 you find America's most popular brand of automobiles rolling out of Chevrolet dealerships. No matter what people expect to pay for a car, they're discovering how hard it is to find a car at any price that's more rewarding to own than a Chevy. This one's wanted not just because of its low price—but because its worth makes the price seem even lower!

Task•Force trucks for the toughest jobs going! Chevrolet truck owners with tougher-than-average jobs are not only *satisfied* with Task-Force 59 performance and dependability, *they're talking about it.* Current Chevrolet truck newspaper and direct mail campaigns, plus dealership point-of-purchase material, are presenting these actual owner testimonials—demonstrating, with hard facts, that no job's too tough for a Chevrolet truck.

WHAT AMERICA WANTS, A
AT AMERICA'S

Used cars and trucks warranted in writing! That OK sign does far more than simply call attention to a lot full of used cars and trucks. It symbolizes a complete program which Chevrolet offers its dealers—covering everything from reconditioning to sales training and including the full support of national advertising. At the same time, it is the trademark by which Chevrolet dealers sell more used cars and trucks than any other dealer organization in the country.

Expert service . . . parts always available! With service training and merchandising programs provided by Chevrolet, with modern warehouses for quick parts availability, Chevrolet dealers are able to take full advantage of an ever-increasing parts and service market—a ready-made market that shows nearly 16 million Chevrolet cars and trucks on American roads, over 3 million more than any other make!

AMERICA GETS NO. 1 DEALERS!

CHEVROLET

Chevrolet Division of General Motors
Detroit 2, Michigan

Total Passenger Cars in Operation, Makes by Year Models

(As of July 1, 1958)

Make	July 1 Totals	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1942-1945	1941	1940	Prior To 1940	Year Not Given
Buick	4143239	171853	381041	531083	689642	410631	438202	263640	327554	479757	172670	86693	68022	27650	5063	28777	23075	32283	5603
Cadillac	1093733	78065	134138	140028	127503	86368	95775	78599	91604	86533	70593	34420	29795	11268	2915	12490	4702	7136	1801
Chevrolet	12801326	773449	1419572	1472149	1621674	1095889	1261145	761756	1086084	1141303	755082	442790	331787	150241	34364	158994	101826	173783	19438
Chrysler	1290555	45306	139283	122969	147026	92640	147077	79124	116137	138512	100317	61531	39005	21222	2422	16309	8414	11146	2115
DeSoto	989677	28769	108090	102126	160739	69041	115139	73074	81912	105815	77109	47617	30524	17489	1741	8922	6114	8058	1398
Dodge	2534392	78744	266885	221894	258891	149429	274365	197573	225072	281020	212437	125687	98788	51052	7991	23794	19819	37008	3943
Edsel	45869	45868	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1
Ford	10702550	603828	1552587	1352689	1337788	1082450	1135926	585166	807978	898252	587332	112564	151358	126708	25736	63523	60977	201743	15945
Hudson	483000	.....	4489	24701	38398	41986	54489	52997	84870	64093	59122	25885	12440	8151	1283	3143	2108	3893	952
Kaiser-Frazer	258132	.....	.....	156	502	7295	35158	37990	107804	7784	23863	23274	12318	.....	.....	.....	.....	.....	1988
Lincoln	303519	18225	37921	47165	25518	33433	36517	23873	23892	18822	26698	2518	2969	1416	401	1336	875	1450	490
Mercury	2285947	75254	268365	305771	306027	235426	277762	147885	235804	208355	140928	18410	25410	19193	2034	6840	5423	3471	3589
Nash	864718	.....	26381	70924	94586	75571	109196	120759	156490	83199	44499	37326	20839	12069	1221	3281	2001	4609	1767
Oldsmobile	3225576	196830	362178	451578	545663	329292	301544	180938	220366	285455	157367	69555	48374	19612	3240	18844	12340	17991	4409
Packard	464583	1669	4654	25853	49904	28057	78249	50910	70494	41487	44453	31320	9777	5395	1978	5325	5094	8940	1024
Plymouth	5118184	221240	603491	472077	598233	379002	549388	313207	474569	464286	405917	209555	152352	78630	13979	65079	39826	68995	8358
Pontiac	3360146	139206	316375	378913	518561	267648	378048	234633	304752	337873	186672	116350	73913	31275	5574	25050	15858	24357	5088
Rambler	160374	93390	66518	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	466
Studebaker	1239669	26949	61511	66295	109280	65357	139348	142563	187427	223821	71405	73948	39139	4657	3133	9385	5441	8145	1865
Willys	364343	5641	10259	11673	16267	16759	50372	37676	33673	33928	29356	42426	32850	25265	11516	2424	1304	1984	970
Miscellaneous	762977	193287	181097	91501	49808	31387	37241	32321	31400	20813	12290	15673	4406	1543	1071	1188	944	8809	48198
TOTALS	52492509	2797573	5944835	5889545	6642010	4497661	5514941	3414684	4667882	4921108	3178110	1577542	1184066	612836	125662	454704	316141	623801	129408

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Total Passenger Cars in Operation, States by Makes

As of July 1, 1958

STATE	Buick	Cadillac	Chevrolet	Chrysler	DeSoto	Dodge	Edsel	Ford	Hudson	Kaiser-Frazer	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Rambler	Studebaker	Willys	Misc.	Total	STATE
Alabama	60237	12588	254425	14189	9538	30420	503	199952	5653	3359	3319	36029	9123	44208	4647	75018	49838	977	16964	5844	6912	843743	Alabama
Arizona	26837	9513	87814	9017	5863	14794	393	74258	4133	2398	2622	16592	6700	20355	3734	30830	20979	1070	10454	2723	6825	357904	Arizona
Arkansas	23311	4880	119234	5790	4864	16379	223	100794	2573	1750	1395	17266	4667	19814	2160	40489	23112	558	8471	3396	2475	403591	Arkansas
California	430772	183956	1182066	145304	108801	243645	4898	1028016	56066	29254	47763	278095	98376	335407	52001	457383	326702	15480	166111	39794	180007	5409897	California
Colorado	44828	13094	155227	16610	9586	28207	628	121097	8780	2571	4461	30750	12562	37234	5716	54370	36267	2482	14471	12669	7803	619413	Colorado
Connecticut	66324	21884	175566	25426	17215	48393	773	148504	8973	4391	5508	35930	16627	54592	10128	87504	60110	3771	20226	7025	22995	841865	Connecticut
Delaware	10255	2745	34110	2753	2528	6095	127	24604	663	603	829	5154	1496	8099	878	13118	9138	285	3213	512	1716	128421	Delaware
District of Columbia	15352	5425	39591	5941	4248	11012	115	31687	1677	589	1459	7459	1996	12301	2277	26384	13731	481	3181	600	4587	190093	District of Columbia
Florida	123983	53193	349583	40020	26749	69433	1413	310408	13643	8940	13771	67836	25114	98402	16690	134055	91467	5164	34977	17582	41496	1543919	Florida
Georgia	64464	14056	280245	14715	10394	36739	570	258558	4466	3227	3623	40306	9286	51739	5513	83028	62260	1500	19954	3322	11569	981534	Georgia
Idaho	17325	4211	52905	5496	4102	10750	225	48798	3547	1478	1399	10409	5126	12616	1980	19479	13395	1251	8182	4755	2848	222477	Idaho
Illinois	280473	71006	716300	80359	60006	146086	2906	561490	37473	14098	19527	133481	64110	211864	28378	306318	202633	13549	69553	16253	26026	3061889	Illinois
Indiana	130339	24912	366637	35110	30377	70546	1631	290704	14728	7468	7571	57681	26605	93785	12542	149448	98188	3939	58030	6744	10438	1497423	Indiana
Iowa	65290	11236	254614	20430	13784	43837	775	203847	8300	5693	3611	38532	14576	49446	6356	89993	52983	2252	22678	4907	4462	917602	Iowa
Kansas	55537	10281	218533	16269	11429	34186	793	177499	8893	5231	3362	32961	15077	42607	6024	72711	48169	2264	18838	4011	5452	790127	Kansas
Kentucky	60292	10735	233412	14238	10308	32888	451	178708	5711	3431	2526	29682	10011	43870	5439	72974	48633	1009	15534	7246	4288	791586	Kentucky
Louisiana	53477	12842	234673	13371	10398	30151	697	191579	3349	3453	3392	32740	6986	47279	4840	71872	53702	1018	18190	5648	6819	806456	Louisiana
Maine	18738	3981	67188	5258	4780	13318	114	49169	3385	1359	1108	10150	4710	13006	2118	27020	17354	1102	6369	4277	4484	258988	Maine
Maryland	58400	13211	198155	19637	15194	42643	589	149447	7443	3981	3991	30284	11331	42342	7855	93354	52555	1909	18097	4193	10453	785064	Maryland
Massachusetts	115046	31545	312074	37545	33467	75107	817	274478	15036	5926	8335	57580	33923	107129	12735	157283	101415	6763	29348	9251	25903	1450906	Massachusetts
Michigan	220251	41965	614282	53247	47051	123101	4243	602492	22442	10110	15424	120153	37333	154914	18619	244438	168438	10236	41865	13477	30599	2594680	Michigan
Minnesota	83363	15717	288738	27746	20239	49902	1269	246082	11357	6760	5086	47670	18852	69996	10204	108774	65880	5213	31394	5440	6813	1126495	Minnesota
Mississippi	29315	5400	131495	7373	4981	14766	296	112191	1937	1551	1407	17044	3925	21460	2277	41193	26961	404	9723	3187	2316	439202	Mississippi
Missouri	77635	16707	339298	22901	21255	50725	662	250763	7938	4513	4401	49184	22762	63302	8921	132815	72115	1977	26470	6876	8062	1189482	Missouri
Montana	15170	3677	55373	5622	3430	10929	344	44730	3546	1288	1243	9550	3806	12944	2145	19773	11617	1193	7053	4746	2546	220634	Montana
Nebraska	33944	5384	135968	11763	5993	19883	313	118755	3760	2899	2018	22695	6543	23206	3678	47504	27182	1085	12455	2838	2224	490110	Nebraska
Nevada	8241	4285	20178	3427	2218	4515	148	20040	1139	532	1232	5681	1692	7126	1445	9044	7100	137	3964	1138	2219	105501	Nevada
New Hampshire	11946	2729	44126	2884	2898	8756	96	32656	2362	796	885	6936	3946	9213	1271	16458	11726	952	4140	2223	5369	172258	New Hampshire
New Jersey	162749	52530	407554	68198	50576	112346	1682	332350	20477	12119	12774	90317	30313	123998	23142	210115	143048	5820	45344	12344	27711	1945527	New Jersey
New Mexico	17044	4875	63258	5502	3332	9427	304	50498	1711	974	1559	12030	3243	13637	1752	19234	14642	690	6366	3425	3864	237367	New Mexico
New York	360902	101958	824784	138903	103990	256028	3647	677305	35976	16904	26714	178207	63377	299853	40571	441579	293284	15133	80436	25151	102067	4086777	New York
North Carolina	76672	17709	306944	18409	15179	40962	645	286321	6118	4785	4115	42305	11157	65677	7176	95017	68320	1955	22426	4648	7424	1103955	North Carolina
North Dakota	11982	1893	56799	5156	3492	8963	251	50773	1606	1111	863	8576	3097	10221	1376	21987	9477	898	4895	1615	847	205879	North Dakota
Ohio	271829	59594	700139	81459	68241	175766	2913	611656	27975	15366	18778	140983	45412	201091	29799	302301	221392	7511	61395	19702	27607	3090909	Ohio
Oklahoma	52217	12715	207123	11859	10304	26559	404	178500	4908	2237	3415	33866	9536	41700	4515	61459	45288	1435	15687	2384	5497	731608	Oklahoma
Oregon	43544	10989	147641	15281	12818	28891	659	114161	7501	4761	4009	26641	15293	34497	6081	53317	36607	3160	19183	10086	14000	608920	Oregon
Pennsylvania	273269	61966	740226	99517	81691	194914	2343	572257	33120	19991	17759	132505	54377	198330	41449	401778	210802	10370	72379	23899	33035	3275977	Pennsylvania
Rhode Island	18591	6175	57961	7093	5086	13028	163	48599	2754	1589	1355	9505	6472	16485	2427	28513	15930	965	6124	1463	4701	254979	Rhode Island
South Carolina	37183	8356	183883	7676	6977	19969	304	140279	3447	2435	1946	21742	6379	33497	3635	49038	33513	745	12151	2120	4416	599913	South Carolina
South Dakota	14889	2354	60618	4732	3244	10310	135	51028	2233	1599	990	10263	3798	11511	2147	21682	11692	881	5903	1044	967	221990	South Dakota
Tennessee	64860	12962	250632	13713	11700	37414	616	204668	5340	3032	2815	33557	10818	46755	5416	85663	54020	1534	18258	5818	6109	875700	Tennessee
Texas	209665	55985	826014	50381	32437	111540	2185	673599	13195	8490	13578	128083	27749	174885	14958	243440	171503	3609	62269	14408	24286	2842267	Texas
Utah	22454	6614	58571	7704	6286	11472	264	48745	4161	1740	2038	13913	4749	18065	2573	21480	18085	766	7497	3309	3527	264203	Utah
Vermont	8446	1476	27352	2602	1715	5500	55	21235	865	459	375	3587	2052	5333	1032	11274	6581	725	2333	3240	2353	108590	Vermont
Virginia	71535	15770	250147	21990	17616	45664	884	231389	8230	4854	4590	40372	11841	52079	8730	109897	63284	2392	21828	6941	13336	1033369	Virginia
Washington	69010	18506	216244	25169	20293	46543	665	182986	12607	7960	5810	38408	23873	55431	10430	86698	54455	3525	30600	8956	20938	939127	Washington
West Virginia	38435	6380	133450	12493	8290	28714	574	107865	4479	2669	2142	21086	7576	24641	5190	56518	31450	1017	11038	4170	3583	511760	West Virginia
Wisconsin	107278	19635	290930	27193	22886	58198	918	233473	15523	7017	5668	46705	44545	82919	10455	105133	76617	8846	31283	5603	8157	1208982	Wisconsin
Wyoming	9350	2133	29246	3084	2140	4958	144	21557	1562	391	768	5476	1800	6715	1158	9423	6506	376	2369	3348	946	133450	Wyoming
TOTAL	4143239	1093733	12801326	1290555	989677	2534392	45869	10702550	483000	258132	303519	2285947	864718	3225576	464583	5118184	3360146	160374	1239669	364343	762977	52492509	TOTAL

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Total Trucks in Operation, States by Makes

As of July 1, 1958

STATE	Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge-Plymouth	Federal	Ford	GMC	International	Mack	Reo	Studebaker	White-Sterling	Willys	Misc.	Total	STATE
Alabama	45	17	79677	271	347	16308	53	53209	18117	17187	1929	270	4143	1837	1262	778	195450	Alabama
Arizona	118	5	33108	168	233	8921	31	25914	8912	7556	312	251	2463	563	3399	1299	93253	Arizona
Arkansas	12	1	63468	249	3	10859	31	46214	15644	13249	404	170	3427	643	1508	2691	158673	Arkansas
California	2258	118	322452	3640	3353	105875	543	270412	88309	75566	4754	3251	23678	9031	12818	28757	954815	California
Colorado	156	8	58395	765	444	14630	139	43245	13966	16695	822	488	4437	999	3602	2084	160875	Colorado
Connecticut	818	755	29694	1180	1537	11479	436	25481	7378	12978	3120	740	2799	1829	1797	2644	104665	Connecticut
Delaware	84	84	9435	191	138	2804	10	6609	2382	3490	863	83	581	596	576	912	28838	Delaware
District of Columbia	44	46	6061	67	672	1809	14	5473	2170	2261	435	157	152	365	231	267	20224	District of Columbia
Florida	176	25	86130	1033	1255	22842	183	75391	19055	21934	4317	1458	7281	3424	5607	2988	253099	Florida
Georgia	153	10	89520	420	175	20554	91	77811	18784	22209	1993	423	5614	2119	3578	2195	245649	Georgia
Idaho	59		29797	389	64	8883	79	21542	9527	11544	364	304	3639	349	2711	1411	90682	Idaho
Illinois	486	14	135678	5323	2621	40239	278	107342	28243	63006	2989	1701	10147	5758	3395	4942	412162	Illinois
Indiana	164	40	103348	1382	1575	30794	182	83929	20578	41773	1588	1283	12361	4352	5099	2412	310860	Indiana
Iowa	14		79391	1506	615	20135	51	62448	12680	35646	658	587	6365	1224	2049	1781	225150	Iowa
Kansas	6	1	92696	989	294	18913	160	67647	17734	29127	235	646	6516	1229	3006	1085	240284	Kansas
Kentucky	65	2	76221	584	280	16976	154	53038	16682	19901	749	590	4702	1378	3223	910	195455	Kentucky
Louisiana	36		72776	776	119	12954	30	58594	15250	16582	893	219	4291	1288	1665	974	186446	Louisiana
Maine	71	120	20639	170	336	6145	103	17014	5784	7836	927	171	1740	477	1183	676	63392	Maine
Maryland	317	494	37938	281	801	13047	246	29008	7486	13216	1955	684	2154	2115	1082	682	111506	Maryland
Massachusetts	1763	1566	42220	1459	3058	18044	304	48358	11353	19085	4964	1442	3308	5172	2689	3052	167837	Massachusetts
Michigan	337	14	112657	1409	3247	35992	300	110000	24113	23515	2074	1856	6508	3007	4934	3454	333417	Michigan
Minnesota	131	46	80304	1243	803	22751	328	72329	15086	35384	839	763	8195	1395	3374	1732	244703	Minnesota
Mississippi	7	5	67249	141	12	10835	22	47390	16363	14771	475	78	3577	377	1594	653	163549	Mississippi
Missouri	148	4	114760	930	1056	24657	116	72876	24894	30913	1168	776	6960	3462	1769	1776	286265	Missouri
Montana	69		30934	514	67	8155	80	24121	8180	13982	342	352	3348	461	4535	1077	96217	Montana
Nebraska	19	1	51640	1317	210	11144	90	43407	10660	22104	346	351	4706	993	3872	1201	152081	Nebraska
Nevada	17		8182	77	15	3028	14	7470	3077	2358	96	35	1104	51	1459	362	27345	Nevada
New Hampshire	53	68	11370	107	249	3914	59	9939	2538	3803	934	250	813	313	1459	885	36754	New Hampshire
New Jersey	1596	3541	72515	1996	3557	28207	538	62190	21652	26155	6485	1014	4891	6227	4112	4922	249598	New Jersey
New Mexico	37	2	33500	120	30	5988	26	19163	7716	6150	690	117	2151	490	1198	769	78147	New Mexico
New York	3837	6787	113214	4112	4941	52640	1131	101538	33318	56894	15950	4160	7890	11342	9718	17323	444795	New York
North Carolina	184	18	104905	510	503	22718	104	75072	19401	19363	3367	435	6986	2960	6415	1561	264502	North Carolina
North Dakota	7		32151	432	51	8727	128	27914	5924	17839	130	226	3163	120	1490	369	98671	North Dakota
Ohio	512	114	120846	1693	3756	42835	518	111139	26437	48557	4003	2091	9270	8900	5741	3030	389442	Ohio
Oklahoma	48		95350	300	342	19124	64	72454	19019	25211	646	662	5838	1795	3953	1185	246011	Oklahoma
Oregon	134	2	48515	614	403	16841	215	38225	14700	16529	1039	358	4881	1170	4607	3709	151942	Oregon
Pennsylvania	1724	3760	141171	2948	4049	60595	689	120111	33350	58188	10286	2678	11547	9902	9192	6481	476671	Pennsylvania
Rhode Island	506	63	9455	335	556	3826	27	9631	2063	4054	765	182	794	588	480	925	34250	Rhode Island
South Carolina	52	5	56002	127	51	12698	25	39509	8438	9723	1387	155	2765	1193	2515	1694	136339	South Carolina
South Dakota	6	1	25512	520	58	7540	62	20733	5451	15184	82	249	2593	152	3532	479	82154	South Dakota
Tennessee	36	10	75431	303	287	17856	109	52091	17381	18353	1717	279	4717	2224	1431	1434	193659	Tennessee
Texas	394	10	306089	1536	823	53934	139	223238	56788	62359	3568	953	16538	8000	8933	3251	746553	Texas
Utah	22		20970	241	133	5737	67	15989	6359	6467	318	147	1647	419	1602	1078	61396	Utah
Vermont	21	90	7052	83	54	2527	18	5799	2164	3170	259	95	564	85	825	226	23032	Vermont
Virginia	194	187	74340	350	724	20114	138	57831	13739	19064	2202	561	4934	1926	3008	1042	200354	Virginia
Washington	138	25	62283	1034	645	25047	133	53666	19640	25460	1474	865	6120	1587	4785	5599	208501	Washington
West Virginia	134	266	42730	383	398	14329	188	34209	11338	11895	1127	424	3027	1385	8979	705	131517	West Virginia
Wisconsin	164	4	77146	1126	1302	20698	193	60020	15261	31892	1147	823	5992	2312	5128	4298	227724	Wisconsin
Wyoming	37		17325	271	25	4201	16	12496	5182	6884	236	100	1316	306	2807	459	51661	Wyoming
TOTAL	17408	18329	3482242	45615	46267	968869	8655	2779249	790186	1087262	97463	35953	252833	117890	174127	134219	10056567	TOTAL

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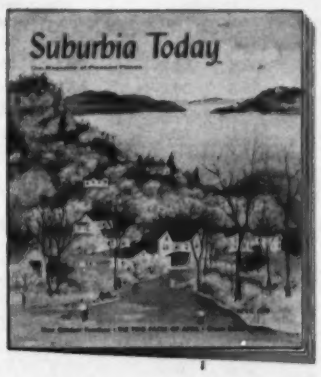

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How Dealers Are Faring On Sales, Profits

(Taken from report by NADA Business Management Committee)

Operating Profit Before Taxes, 1958-1957

	1958 Percent of Sales	1958 Per New Unit Retailed	1957 Percent of Sales	1957 Per New Unit Retailed
*VOLUME GROUP I				
GROSS PROFIT	14.8	$843	14.5	$770
Selling Expense	3.3	190	3.4	179
Operating Expense	11.6	658	10.5	556
TOTAL EXPENSE	14.9	848	13.9	735
OPERATING PROFIT	—.1	—5	.6	35
VOLUME GROUP II				
GROSS PROFIT	15.4	$817	14.6	$746
Selling Expense	4.2	226	4.2	215
Operating Expense	11.0	582	9.7	493
TOTAL EXPENSE	15.2	808	13.9	708
OPERATING PROFIT	.2	9	.7	38
VOLUME GROUP III				
GROSS PROFIT	15.0	$739	14.4	$671
Selling Expense	4.1	200	4.1	193
Operating Expense	10.4	512	9.6	444
TOTAL EXPENSE	14.5	712	13.7	637
OPERATING PROFIT	.5	27	.7	34
VOLUME GROUP IV				
GROSS PROFIT	13.4	$563	13.4	$525
Selling Expense	3.8	161	4.0	158
Operating Expense	8.8	368	8.5	333
TOTAL EXPENSE	12.6	529	12.5	491
OPERATING PROFIT	.8	34	.9	34
INDUSTRY AVERAGE				
GROSS PROFIT	14.9	$774	14.4	$709
Selling Expense	3.8	198	3.8	188
Operating Expense	10.9	565	9.9	486
TOTAL EXPENSE	14.7	763	13.7	674
OPERATING PROFIT	.2	11	.7	35

*Volume groups are based on 1957 deliveries of new cars and trucks as follows: Group I, 1 to 149 units; Group II, 150 to 399 units; Group III, 400 to 749 units, and Group IV, 750 units and more.

New Cars and Trucks

Inventory Per Dealer

	Cars Dec. 31 1958	Cars Dec. 31 1957	Trucks (Per Truck Dealer) Dec. 31 1958	Trucks (Per Truck Dealer) Dec. 31 1957	Days' Supply Cars and Trucks Dec. 31 1958	Days' Supply Cars and Trucks Dec. 31 1957	Washout Gross on New, Used Units Combined Dec. 31 1958	Washout Gross on New, Used Units Combined Dec. 31 1957
Group I	7.8	9.2	2.2	2.7	46.0	51.3	$407	$423
Group II	22.2	24.5	4.8	5.8	39.0	42.6	416	405
Group III	46.0	44.4	8.4	12.3	31.7	34.8	376	352
Group IV	93.7	95.2	17.6	26.2	35.2	36.6	295	293
Industry Average	13.9	15.3	5.5	5.2	40.3	43.7	387	386

Used Vehicles

	Selling Price Per Unit 1958	Selling Price Per Unit 1957	Ratio Used-Unit Sales to New 1958	Ratio Used-Unit Sales to New 1957	No. Days' Supply in Inventory Dec. 31 1958	No. Days' Supply in Inventory Dec. 31 1957	Average Cost Per Used Unit in Inventory Dec. 31 1958	Average Cost Per Used Unit in Inventory Dec. 31 1957
Group I	$764	$775	2.15	1.93	42.3	45.9	$745	$720
Group II	824	848	1.79	1.65	32.0	36.5	840	796
Group III	867	813	1.44	1.39	26.6	29.9	990	877
Group IV	826	765	1.20	1.10	23.4	23.3	985	791
Industry Average	804	801	1.77	1.63	35.0	38.5	816	764

Parts

(Accessories Not Included)

	Average Sales Per New Unit Sold 1958	Average Sales Per New Unit Sold 1957	Percentage of Gross Profit to Sales 1958	Percentage of Gross Profit to Sales 1957	Number Months' Supply in Inventory 1958	Number Months' Supply in Inventory 1957	Annual Turnover of Investment 1958	Annual Turnover of Investment 1957
Group I	$531	$420	31.2	31.0	5.5	6.3	2.2	1.9
Group II	452	348	30.4	31.1	4.2	4.9	2.9	2.5
Group III	416	313	29.2	29.7	3.5	3.9	3.4	3.1
Group IV	332	256	26.8	27.0	3.3	3.6	3.7	3.4
Industry Average	457	356	30.2	30.4	4.5	5.2	2.6	2.3

Customer Labor Sales

	Average Sales Per New Unit Sold 1958	Average Sales Per New Unit Sold 1957	Percentage of Gross Profit to Sales 1958	Percentage of Gross Profit to Sales 1957
Group I	$356	$284	40.4	39.8
Group II	319	270	45.3	44.4
Group III	273	221	47.6	47.5
Group IV	193	172	48.5	46.6
Industry Average	305	252	43.9	43.1

Total Service Sales

(Includes labor, parts and all other service and stockroom sales, except accessories with new vehicles.)

	Average Sales Per New Unit Retailed 1958	Average Sales Per New Unit Retailed 1957	Percent of Gross Profit to Sales 1958	Percent of Gross Profit to Sales 1957	*Percentage of Service Absorption 1958	*Percentage of Service Absorption 1957
Group I	$1,193	$959	31.9	31.5	58.0	54.3
Group II	986	792	35.0	35.1	59.4	56.3
Group III	844	673	35.3	36.4	58.2	58.9
Group IV	645	536	33.6	34.4	58.7	55.3
Industry Average	986	797	33.5	33.6	58.5	55.7

* The percentage of operating (or fixed or semifixed) expense covered by gross profit from all service and parts operations. Officers' or owners' salaries included.

Percentage of Departmental Sales to Total Sales

	New Cars and Trucks 1958	New Cars and Trucks 1957	Used Cars and Trucks 1958	Used Cars and Trucks 1957	Total Service and Parts 1958	Total Service and Parts 1957
Group I	49.9	53.0	29.1	28.3	21.0	18.7
Group II	53.6	56.2	27.8	27.5	18.6	16.3
Group III	57.4	58.8	25.4	24.4	17.2	16.8
Group IV	61.1	63.4	23.6	21.5	15.3	15.1
Industry Average	53.6	56.1	27.4	26.6	19.0	17.3

The Current Financial Position Of Automotive Companies

Car, Truck, Body and Trailer Manufacturers

COMPANY	TOTAL INVESTED CAPITAL (000 omitted)	NET SALES 1958 (000 omitted)	NET SALES 1957 (000 omitted)	NET PROFITS 1958 (000 omitted)	NET PROFITS 1957 (000 omitted)	
American Motors	$ 147,514	$ 470,349	$ 362,234	$ 26,085	($ 11,833)	American Motors
Chrysler Corp.	691,280	2,165,382	3,564,983	(33,825)	119,952	Chrysler Corp.
Divco-Wayne	11,594	26,461	28,154	1,112	1,141	Divco-Wayne
Ford Motor Co.	2,430,132	4,130,339	5,771,300	95,742	282,800	Ford Motor Co.
Ford Motor of Canada	204,683	462,603	339,802	21,062	17,469	Ford Motor of Canada
Fruehauf Trailer	170,053	210,467	232,042	(5,466)	1,702	Fruehauf Trailer
Gar Wood Industries	17,470	33,568	43,403	503	514	Gar Wood Industries
General Motors	5,751,326	9,521,966	10,989,813	633,628	843,592	General Motors
Mack Truck	171,827	253,789	263,660	7,775	11,073	Mack Truck
Studebaker-Packard	76,936	180,658	213,204	(13,850)	(11,135)	Studebaker-Packard
Twin Coach	8,072	41,525	28,500	2,052	(2,880)	Twin Coach
White Motor	107,316	269,477	225,912	7,191	6,833	White Motor

Tire and Rubber Manufacturers

Dayton Rubber	42,824	95,510	82,614	1,324	.1,614	Dayton Rubber
Firestone	610,176	1,061,591	1,158,884	53,752	61,692	Firestone
General Tire	184,803	469,782	421,165	11,279	11,300	General Tire
Goodrich	452,830	697,297	734,651	35,457	39,370	Goodrich
Goodyear	808,241	1,367,576	1,421,850	65,741	64,826	Goodyear
Lee Rubber	27,524	46,559	48,601	1,798	1,763	Lee Rubber
Mansfield Tire & Rubber	N.A.	N.A.	59,722	N.A.	1,523	Mansfield Tire & Rubber
Seiberling	18,079	48,134	46,934	1,070	943	Seiberling
U. S. Rubber	498,878	870,616	873,583	22,671	29,695	U. S. Rubber

Parts, Accessories and Miscellaneous Manufacturers

Abrasive & Metal Products	4,542	7,732	10,284	(278,408)	209,748	Abrasive & Metal Products
Allen Electric	N.A.	N.A.	3,830	N.A.	(57,618)	Allen Electric
Allen Industries	15,494	33,786	47,290	870,858	1,742,336	Allen Industries
Allied Products	13,532	16,235	20,176	(653,351)	1,063,388	Allied Products
American Forging & Socket	1,771	N.A.	4,188	(81,937)	(7,038)	American Forging & Socket
American Metal Products	N.A.	46,398	72,515	1,647,522	4,701,436	American Metal Products
Baldwin Rubber	8,765	N.A.	N.A.	387,437	664,747	Baldwin Rubber
Bendix Aviation	220,089	623,732	711,237	21,171,902	27,499,034	Bendix Aviation
Bohn Aluminum	22,878	31,669	39,714	217,648	1,087,935	Bohn Aluminum
Borg-Warner	330,035	533,033	608,514	21,135,260	34,076,578	Borg-Warner
Budd Co.	150,601	228,602	317,762	2,011,876	8,865,807	Budd Co.
Champion Spark Plug	53,857	43,480*	89,283	7,069,379*	13,821,099	Champion Spark Plug
Clevite Corp.	52,773	63,355	71,368	3,109,246	3,988,539	Clevite Corp.
Continental Motors	54,327	132,124	135,611	3,536,528	3,583,301	Continental Motors
Crampton Mfg.	N.A.	N.A.	13,700	N.A.	686,024	Crampton Mfg.
Dana Corp.	100,009	168,548	201,408	9,871,004	13,874,502	Dana Corp.
Decker Nut Mfg.	1,420	1,756	2,654	83,391	136,095	Decker Nut Mfg.
Detroit Aluminum & Brass	N.A.	N.A.	7,847	N.A.	738,165	Detroit Aluminum & Brass
Detroit Gasket & Mfg.	11,239	27,915	37,470	.....	400,476	Detroit Gasket & Mfg.
Detroit Harvester	19,064	35,127**	56,347	550,216**	1,741,718	Detroit Harvester
Detroit Stamping	2,717	4,148	5,164	307,135	601,157	Detroit Stamping
Douglas & Lomason	4,629	9,281	12,677	345,041	572,374	Douglas & Lomason
Eaton Manufacturing	105,809	197,837	221,844	7,955,767	11,067,720	Eaton Manufacturing
Electric Auto-Lite	133,410	168,905	267,327	2,637,659	7,556,944	Electric Auto-Lite
Federal Mogul-Bower Bearing	55,933	98,626	109,070	8,627,876	9,189,530	Federal Mogul-Bower Bearing
Federal Screw	6,414	N.A.	N.A.	167,550	454,895	Federal Screw
Gabriel Co.	7,370	22,826	21,654	545,066	753,686	Gabriel Co.
Hall Lamp	N.A.	N.A.	9,040	N.A.	509,931	Hall Lamp
Hastings Mfg.	6,584	10,701	9,661	519,929	298,024	Hastings Mfg.
Hayes Industries	8,468	16,762	23,331	592,031	1,101,141	Hayes Industries
Higbie Mfg.	3,366	6,016	6,864	261,411	347,178	Higbie Mfg.
Hoover Ball & Bearing	11,688	22,632	22,269	1,747,976	1,618,842	Hoover Ball & Bearing
Houdaille Industries	55,194	60,404	78,729	1,997,912	3,814,197	Houdaille Industries
Hurd Lock	N.A.	N.A.	7,006	N.A.	244,746	Hurd Lock
International Harvester	882,961	1,098,390	1,171,389	42,987,435	45,620,283	International Harvester
Kelsey-Hayes Corp.	80,248	70,158	201,852	3,581,966	8,384,478	Kelsey-Hayes Corp.
Kent-Moore Organization	3,397	N.A.	N.A.	602,393	N.A.	Kent-Moore Organization*
King-Seeley Corp.	21,010	36,555	34,870	888,575	950,365	King-Seeley Corp.
Kingston Products	3,158	6,944	7,582	(48,732)	(26,675)	Kingston Products
Lakey Foundry	5,380	8,229	11,117	(281,809)	127,884	Lakey Foundry
Lansing Stamping	.....	.....	N.A.	.....	53,093	Lansing Stamping
McCord Corp.	14,860	32,339	40,219	625,042	1,559,751	McCord Corp.
McQuay-Norris Mfg.	12,725	21,644	24,637	687,068	885,420	McQuay-Norris Mfg.
Michigan Seamless Tube	5,522	12,544	14,255	737,719	1,131,504	Michigan Seamless Tube
Miller Mfg.	5,397	9,276	10,936	8,988	445,346	Miller Mfg.
Monroe Auto Equipment	6,455	16,957	12,057	432,299	75,330	Monroe Auto Equipment
Motor Wheel	30,123	49,528	64,727	(159,815)	(804,392)	Motor Wheel
Mt. Clemens Metal Products	3,901	7,247	10,140	101,431	151,163	Mt. Clemens Metal Products
Muskegon Motor Specialties	N.A.	N.A.	10,057	N.A.	385,590	Muskegon Motor Specialties
National Automotive Fibres	23,481	21,555	47,375	(382,951)	1,018,052	National Automotive Fibres
Parker Rust Proof	7,446	10,500	12,171	1,096,400	1,764,341	Parker Rust Proof
Ranco	15,529	25,629	29,301	1,757,865	2,744,752	Ranco
Rockwell Standard	115,348	204,531	263,504	9,120,175	15,814,042	Rockwell Standard
Ryerson & Haynes	2,631	3,706	7,047	(338,698)	182,984	Ryerson & Haynes
Shatterproof Glass	6,029	13,147	13,102	399,812	464,051	Shatterproof Glass
Sheller Mfg.	20,822	30,167	42,139	(304,371)	2,050,558	Sheller Mfg.
Soss Mfg.	3,180	5,024	8,158	78,086	246,296	Soss Mfg.
Standard Tube	7,002	13,498	10,768	(377,052)	239,030	Standard Tube
Stewart-Warner	51,625	91,412	111,969	5,144,307	5,985,157	Stewart-Warner
Stubnitz Green Spring	7,355	29,233	25,977	(178,819)	724,789	Stubnitz Green Spring
Thompson Ramo Wooldridge	150,660	340,953	368,578	8,979,232	11,942,034	Thompson Ramo Wooldridge
Udylite Corp.	15,759	41,758	58,492	547,125	2,011,695	Udylite Corp.
United Industrial Corp.	11,965	11,799	15,958	815,916	1,270,356	United Industrial Corp.
Woodall Industries	10,987	20,961	33,634	980,003	1,476,833	Woodall Industries
Young Spring & Wire, L. A.	23,995	47,789	50,712	715,602	1,125,335	Young Spring & Wire, L. A.

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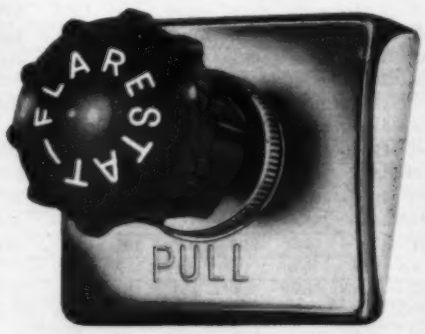

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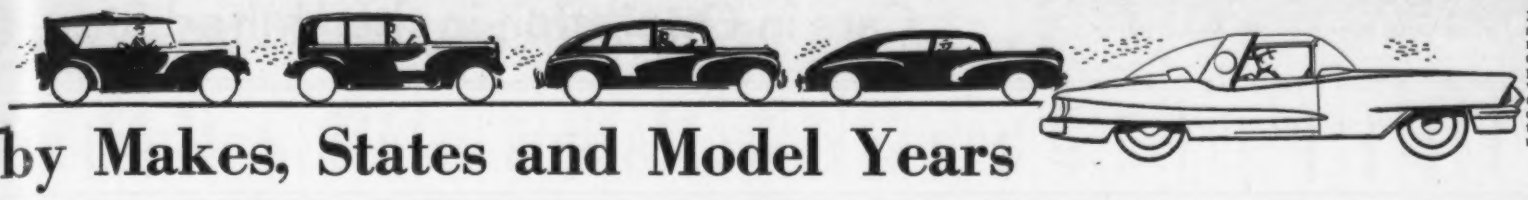
N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Buick July 1, Total	60237	26837	23311	430772	44828	66324	10255	15352	123983	64464	17325	280473	130339	65290	55537	60292	53477	18738	58400	115046	220251	83363	29315	77635	15170
'58	2715	818	1035	11868	1442	2161	457	467	5242	3277	739	13854	5850	2578	2796	2536	2761	534	2258	4146	11787	4519	1473	2505	756
'57	6234	2179	2518	29190	3365	5170	1139	1275	12479	6345	1619	28698	13772	6263	5132	5334	5884	1601	5023	8966	22949	8033	3019	7168	1511
'56	7743	3121	3010	52215	4577	8016	1504	2059	17006	8562	2046	37008	17197	7370	6528	6931	7665	2110	8107	13810	32012	9658	3849	9383	1824
'55	8934	4295	3642	81060	5938	9986	1818	2875	20437	9927	2357	48327	22959	9108	8183	8870	8226	2397	9486	17814	46816	11314	4161	12654	1912
'54	5321	2389	2007	39618	4053	6666	967	1553	12432	5601	1454	31215	14028	6463	5544	5424	4993	1699	6710	11822	24835	7962	2462	7428	1406
'53	7093	2905	2650	38031	4603	6938	1045	1606	13351	7463	1697	32091	14039	6598	5891	6517	6013	1983	6111	12667	23813	9448	3037	8414	1514
'52	3847	1650	1562	25266	3290	4073	570	939	7963	4412	1251	18097	8177	3962	3799	3907	3410	1282	3620	7468	12990	5502	2002	5115	1073
'51	5010	2267	1922	33561	4225	5256	744	1131	9205	5463	1449	21232	9779	5606	4635	5315	3917	1683	4334	9432	13768	7006	2524	6440	1354
'50	8001	3495	2821	53913	6917	7997	1029	1700	14003	7860	2221	27970	13259	8901	6830	8251	6084	2403	5837	13416	17457	10712	3749	9671	1937
'49	2220	1309	857	21732	2195	3443	377	771	4702	2060	852	9528	4564	3235	2327	3029	1977	974	2686	6017	5367	3323	1226	3458	617
'48	1000	675	428	12304	1145	1883	215	349	2277	1133	468	4162	2290	1636	1154	1404	842	570	1450	2972	3109	1828	548	1783	332
'47	814	606	343	9779	1042	1491	141	215	1689	812	415	3106	1756	1214	933	1169	674	510	977	2418	1902	1418	499	1427	315
'46	355	260	130	4353	451	589	50	103	742	360	169	1189	681	528	402	439	308	207	329	907	735	547	191	578	125
'45-'42	72	71	25	950	93	100	7	15	117	81	45	234	150	107	69	79	70	33	87	117	134	88	36	90	29
'41	320	298	132	5979	527	767	30	91	708	355	213	1084	597	536	467	378	236	169	368	939	637	609	195	540	140
'40	248	199	99	4339	326	681	40	82	605	257	146	853	463	416	318	292	166	254	344	956	554	519	117	429	127
Prior to '40	270	291	109	6582	613	1065	48	108	690	296	176	1240	680	683	448	348	169	321	546	1102	909	847	165	549	185
Year Not Given	40	9	21	32	26	42	74	13	335	200	8	585	98	86	81	69	82	8	127	77	477	30	62	3	13
Cadillac July 1, Total	12588	9513	4880	183956	13094	21884	2745	5425	53193	16056	4211	71006	24912	11236	10281	10735	12842	3981	13211	31545	41965	15717	5400	16707	3677
'58	784	458	385	9532	625	1498	255	471	3870	1205	343	6350	2090	717	871	651	1012	179	831	1917	5498	1315	432	1003	286
'57	1380	1009	724	17776	1222	2115	424	711	6852	1919	483	10817	3247	1429	1389	1094	1803	457	1742	3188	7808	1956	690	2340	491
'56	1492	1141	649	20000	1406	2406	388	801	7310	2133	525	10596	3499	1431	1358	1264	1888	455	1799	3510	6529	2059	733	2280	491
'55	1301	1027	594	19552	1424	2314	316	644	6442	1757	432	9337	3048	1369	1270	1080	1503	409	1547	3453	5144	1855	675	2074	431
'54	958	723	336	14858	1028	1634	219	422	4427	1126	323	5777	1975	861	820	754	969	280	1178	2553	2993	1296	341	1330	285
'53	1151	845	391	15518	1255	1913	233	452	4589	1385	420	6372	2285	1032	901	907	1101	306	1085	2914	3412	1282	431	1484	342
'52	981	809	326	14300	1092	1549	180	337	3712	1185	348	4656	1714	808	724	851	834	268	882	2250	2345	1101	343	1061	281
'51	1288	867	407	17044	1216	1911	184	389	4197	1514	386	4972	1885	917	807	977	1045	327	951	2828	2448	1292	455	1325	304
'50	1130	787	368	18853	1234	1779	154	361	3838	1234	323	4372	1604	917	762	937	992	352	939	2714	1879	1153	436	1184	257
'49	979	683	330	14100	1037	1590	156	322	3384	1135	251	3340	1473	713	638	913	819	338	819	2280	1578	993	361	1078	220
'48	419	326	132	6800	438	922	78	166	1595	498	124	1665	719	352	243	456	365	180	480	1207	764	453	194	525	83
'47	363	330	108	5767	425	842	72	173	1371	428	106	1304	676	318	203	378	217	178	407	1185	709	415	156	422	84
'46	121	149	38	2459	163	335	18	61	554	147	38	431	233	96	85	168	84	61	163	426	197	144	38	169	22
'45-'42	30	36	6	738	51	81	4	12	99	43	13	121	40	23	26	31	33	12	23	113	52	44	14	54	12
'41	124	158	40	3446	244	427	21	51	444	156	49	377	213	111	95	143	88	87	153	505	235	169	55	209	39
'40	35	51	16	1128	78	210	7	17	183	47	21	143	76	35	20	55	31	35	63	205	88	85	16	76	12
Prior to '40	47	106	27	2061	147	328	19	30	171	79	24	215	108	83	54	60	35	56	74	282	185	101	22	92	37
Year Not Given	5	8	3	24	9	30	17	5	155	65	2	161	27	24	15	16	23	1	75	15	101	4	8	1	
Chev. July 1, Total	254425	87814	119234	1182066	155227	175568	34110	39591	349583	280245	52905	716300	366637	254614	218533	233412	234673	67188	198155	312074	614282	288738	131495	339298	55373
'58	12068	5475	5171	72893	8825	11017	2762	3689	28974	16284	3002	55717	21219	12881	12928	10502	16317	2464	13232	19022	48149	19712	6426	13950	2813
'57	26070	9465	12407	121815	14715	18765	4738	4992	47438	28789	4698	95424	40150	24303	21634	20896	31857	6517	23027	32133	76433	29475	14259	37205	5681
'56	29106	9792	13770	133780	15629	20158	4314	6312	47028	33868	5223	94446	43159	22032	21247	23611	29537	7184	25368	32876	85832	28349	15005	34861	5675
'55	29906	11243	14611	139786	18935	20959	4666	5953	51553	34349	5914	99313	50286	29227	25291	24812	30730	8186	24092	40886	98718	31126	15509	40270	7099
'54	21059	6515	10144	82434	12087	15495	3283	4053	31327	23696	3519	68522	30321	21755	17282	17283	24036	5963	19918	30701	54458	23740	11517	28760	4306
'53	24054	8115	11900	102893	13782	17845	3704	3850	31181	27031	4788	72440	38357	23869	18254	22635	22921	7371	20038	33877	67195	28270	12194	31526	5148
'52	15581	5057	7511	64882	8546	10565	1977	2352	17820	17154	3208	39162	22171	14229	12090	14526	13519	4684	12904	19836	35023	16962	8438	20011	3372
'51	22143	7256	10341	97437	13005	16060	2457	2839	24347	25400	4486	54055	31483	22258	18428	22606	17200	6636	15847	29614	45588	25129	11444	29909	4857
'50	25756	7892	11511	109530	14689	16290	2444	2438	26223	27310	5161	51132	32113	24306	20191	25773	18636	6431	16938	28330	43231	25939	12413	31431	5153
'49	17362	5546	7910	75182	9987	10358	1464	1383	15817	16537	4045	32121	21547	18489	14659	18937	11988	4239	10589	18647	23782	18348	8649	22334	3570
'48	11343	2901	4645	43609	6654	6069	793	704	8933	9112	2248	18916	12380	11555	10085	10917	6359	2581	6066	10041	13338	11526	5476	15234	2037
'47	8003	2543	3521	34555	5722	4330	524	416	6814	7215	1927	13418	9132	9694	8471	8312	4602	1806	3880	6844	8610	9402	3976	11619	1643
'46	3441	1208	1517	18912	2637	1961	173	157	3194	3211	969	5654	3891	4215	3817	3706	1872	861	1496	2853	3334	4489	1792	5315	773
'45-'42	692	382	325	6046	767	345	37	37	649	700	279	1137	812	1153	982	629	497	136	525	358	647	1061	319	1111	218
'41	3101	1668	1510	31280	3280	1761	127	143	2826	3059	1275	4394	2991	4478	4821	2961	1494	555	1256	2102	2395	4521	1419	5532	1016
'40	2072	910	958	16909	1972	1460	117	114	2022	2360	774	3188	2269	2922	2582	2024	1088	589	926	1630	2009	3192	1064	3724	643
Prior to '40	2505	1796	1367	30003	3899	2023	183	135	2462	3190	1362	5678	4062	6653	5504	2962	1581	959	1454	2082	4331	7357	1375	6484	1336
Year Not Given	163	50	115	120	96	105	347	24	975	980	27	1583	294	595	267	320	439	26	599	242	1209	140	220	22	33
Chrys. July 1, Total	14189	9017	5790	145304	16610	25426	2753	5941	40020	14715	5696	80359	35110	20430	16269	14238	13371	5258	19637	37545	53247	27746	7373	22901	5622
'58	455	229	165	4564	451	912	178	341	1360	628	209	3252	1117	551	540	389	454	87	703	1178	2222	977	250	467	174
'57	1476	797	507	14250	1279	2508	425	640	4337	1526	491	9429	3808	1559	1407	1146	1620	385	2321	3737	7706	2430	683	2127	577
'56	1245	675	518	12610	1124	2562	313	629	3890	1339	516	8712	3451	1596	1197	943	1258	412	2171	3517	5218	1981	601	1577	563
'55	1639	996	657	13287	1833	3119	284	678	5017	1749	676	10482	4476	2290	1828	1314	1510	541	2004	4255	7811	2737	747	2392	650
'54	961	509	388	6603	1125	2158	192	483	3173	967	308	6796	2540	1384	1058	815	1079	345	1533	2854	4069	1919	516	1470	365
'53	1580	955	664	13067	1682	2880	314	679	4632	1646	551	9965	4274	2161	1654	1598	1543	711	2048	4684	6947	3022	932	2578	492
'52	979	624	359	9680	1117	1406	154	378	2529	940	423	4592	2176	1228	1107	890	869	341	1334	2182	2968	1678	524	1445	363
'51	1308	887	535	14941	1750	2120	223	525	3556	1253	490	6634	3066	1974	1504	1448	1212	510	1860	3269	4251	2807	710	2305	501
'50	1545	966	680	17837	1993	2598	237	623	4137	1638	582	7964	3655	2483	1885	1786	1351	666	1900	4227	4807	3485	855	2855	550
'49	1136	743	520	11609	1461	1881	165	414	2898	1103	449	5578	2684	2017	1594	1555	984	482	1389	3008	3124	2697	604	2322	459
'48	934	515	343	7756	998	1163	103	244	1746	950	325	3082	1553	1225	975	975	716	306	1009	1956	1787	1584	496	1338	287
'47	422	425	190	5623	660	737	67	133	1132	394	256	1669	997	856	688	591	361	198	444	1167	1005	1056	213	907	238
'46	203	219	122	3769	357	480	37	78	635	171	141	853	511	385	276	310	175	85	336	628	413	458	101	412	99
'45-'42	20	32	15	617	35	49	2	3	53	25	23	85	43	41	26	28	23	4	22	55	49	51	8	39	17
'41	112	218	58	4452	346	391	12	45	403	154	105	501	294	266	211	175	75	67	200	369	308	330	50	280	127
'40	77	88	32	1932	177	199	13	20	185	84	66	251	209	144	128	102	50	39	115	183	183	201	24	188	55
Prior to '40	75	133	31	2685	219	233	13	19	213	94	77	349	234	237	162	149	66	76	186	243	248	325	44	197	104
Year Not Given	22	6	6	22	3	30	21	9	124	54	8	165	22	33	29	24	25	3	62	33	131	8	15	2	1
DeSoto July 1, Total	9538	5863	4854	108801	9586	17215	2028	4248	26749	10394	4102	60006	30377	13784	11429	10308	10398	4780	15194	33667	47051	20239	4981	21255	3420
'58	312	109	136	2449	254	479	95	175	785	344	126	1749	835	382	358	220	306	90	486	900	2013	742	128	379	98
'57	980	434	443	9044	787	1742	271	461	2945	982	375	6519	3395	1195	1196	912	1191	435	1540	3017	7660	2059	539	2139	343
'56	752	491	389	9133	774	1660	215	560	2949	963	374	6585	3225	1056	980	831	910	477	2014	2992	5621	1889	468	2053	295
'55	999	578	512	9465	1016	1613	230	645	3053	1119	421	6519	3989	4395	1171	983	1085	515	1762	3346	6081	2086	598	2398	356
'54	599	346	319	5207	589	1203	143	383	2239	734	229	4513	2331	928	753	640	744	382	1109	2586	3421	1420	359	1463	247
'53	1172	597	624	10482	1022	1960	214	461	3008	1231	412	7697	3810	1622	1257	1206	1413	609	1582	4152	6100	2438	602	2600	401
'52	781	508	448	7736	747	1215	148	254	1906	818	328	4639	2254	1082	915	769	937	366	1191	2610	2978	1624	411	1599	260
'51	820	460	445	8969	859	1459	139	289	2070	839	310	5219	2402	1327	1004	1039	941	421	1331	3131	3425	1830	419	1988	291
'50	1142	648	692	12397	1147	1897	193	377	2680	1164	438	6544	3071	1750	1301	1257	1313	518	1301	3787	4035	2488	587	2519	367
'49	799	495	400	10466	857	1479	153	271	1867	740	407	4471	2195	1230	987	983	637	357	1179	2876	2568	1542	324	1643	313

(Continued on Page 62)



N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

by Makes, States and Model Years

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Buick July 1, Total	**33944**	**8241**	**11946**	**162769**	**17044**	**360902**	**76672**	**11982**	**271829**	**52217**	**43544**	**273269**	**18591**	**37183**	**14859**	**64860**	**209665**	**22654**	**8446**	**71535**	**69010**	**38435**	**107278**	**9350**	**4143239**
'58	1304	138	253	6155	876	17340	3345	662	10494	1690	1393	11661	525	1622	695	2787	10849	796	365	3220	1436	1399	3903	371	171853
'57	2850	628	995	13347	1547	34218	7135	1195	27496	4647	3324	24962	1190	3864	1156	6232	22483	1670	734	6727	4378	4202	10334	861	381041
'56	3537	968	1402	21336	2005	47156	9324	1386	37598	5915	5430	36631	2057	4655	1436	8382	29469	2576	978	9317	7552	4449	13168	1025	531083
'55	4770	1364	1782	27807	3004	60569	11769	1465	47836	8469	6069	45370	2802	5429	2075	10054	36879	3442	1022	11387	9769	5260	16506	1247	689642
'54	3283	745	1289	14464	1675	37102	6640	1098	30121	5742	3548	26508	2139	3173	1605	6002	20960	2164	778	6575	5849	3239	10942	938	410631
'53	3584	713	1265	15093	2000	38871	9167	1316	29894	5682	3701	29942	1974	3988	1470	7513	22663	2200	1026	7645	6011	4123	11850	993	438202
'52	2288	513	778	9462	1247	23306	5019	904	16995	3462	2832	17526	1129	2471	1071	4251	13647	1479	580	4747	4513	2502	7009	682	263640
'51	3204	664	1025	13165	1339	28452	6500	1088	20406	4115	3910	20943	1585	3009	1454	5527	15343	1917	735	5942	6328	3358	9434	853	327554
'50	4716	1008	1379	20058	1930	40060	10220	1469	27334	6509	6071	29502	2502	4859	2032	8216	23360	3310	1058	8330	9928	5097	13158	1217	479757
'49	1568	475	631	8864	538	15112	3084	513	10074	2393	2348	11365	1037	1543	712	2298	5642	1152	425	3024	4182	1945	4478	421	172670
'48	801	283	286	4119	294	6539	1443	238	4801	1112	1338	5546	502	846	360	1160	2826	569	227	1585	2528	978	2135	220	86693
'47	684	260	226	3421	205	4780	1228	225	3575	863	1333	4332	400	619	278	947	2134	537	162	1221	2299	795	1664	169	68022
'46	305	84	92	1251	95	1738	517	117	1388	361	587	1713	156	242	137	379	883	215	73	492	1063	336	623	75	27650
'45-'42	81	25	9	135	18	267	52	24	193	85	115	224	24	38	22	90	288	43	5	69	223	33	87	14	5063
'41	313	137	97	1201	98	1536	496	99	1137	366	645	1666	147	305	115	344	872	228	52	438	1203	260	616	91	28777
'40	245	96	134	1147	60	1533	357	71	969	249	402	1656	186	256	84	250	456	160	71	340	721	220	530	52	23075
Prior to '40	381	135	160	1663	87	1937	355	112	1373	484	494	2169	220	256	148	267	668	196	134	425	990	233	836	119	32283
Year Not Given	30	5	142	81	26	386	21		145	73	4	1553	16	8	9	161	243		1	51	37	6	5	2	5603
Cadillac July 1, Total	**5384**	**4285**	**2729**	**52530**	**4875**	**101958**	**17709**	**1893**	**59594**	**12715**	**10989**	**61966**	**6175**	**8356**	**2354**	**12962**	**53985**	**6614**	**1476**	**15770**	**18506**	**6380**	**19635**	**2133**	**1093733**
'58	411	136	116	3626	306	10081	1132	170	3789	636	601	4860	361	388	175	798	4060	305	133	1071	578	386	1232	136	78065
'57	686	393	315	6323	537	14488	1854	291	7587	1586	1088	7989	666	860	294	1405	7177	522	163	1868	1269	825	2649	237	134138
'56	666	447	331	6495	671	14261	2140	280	8084	1597	1304	8313	708	908	259	1544	7710	732	175	2082	1681	712	2508	277	140028
'55	659	509	325	6100	579	12391	1890	231	7440	1620	1196	7363	772	755	316	1407	7367	717	153	1869	1796	635	2150	265	127503
'54	392	337	200	4150	386	7621	1325	130	5102	1106	800	4862	534	568	185	1031	4758	545	114	1261	1417	415	1508	155	86368
'53	488	401	257	4555	481	8507	1674	162	5648	1010	1027	5297	472	750	201	1208	4992	620	113	1412	1878	569	1845	202	95775
'52	417	305	209	3668	420	6394	1399	147	4485	947	912	4348	418	674	206	1060	4002	654	98	1183	1608	512	1410	186	78599
'51	448	415	234	4481	465	7380	1770	145	4988	1130	1005	4505	595	908	219	1353	4893	771	109	1382	1962	568	1726	216	91604
'50	392	418	221	4029	409	6727	1549	102	4233	994	1013	4348	505	793	192	1084	4569	653	118	1220	2072	580	1586	167	86533
'49	357	332	171	3363	302	5648	1386	123	3493	849	789	3707	429	828	163	853	3212	504	105	972	1601	483	1266	127	70593
'48	142	151	92	1960	78	3052	558	43	1731	416	387	1874	221	301	53	436	1194	193	64	497	815	256	670	52	34420
'47	157	172	89	1759	93	2593	496	37	1411	328	337	1755	213	263	42	360	939	144	54	448	691	209	516	52	29795
'46	41	76	37	662	45	896	167	8	509	144	150	607	67	123	12	131	334	79	22	138	325	97	182	16	11268
'45-'42	18	20	7	124	14	222	47	2	106	27	43	150	17	38	1	21	100	16	3	51	102	17	56	2	2915
'41	51	86	32	576	38	805	182	8	459	160	178	718	90	105	13	111	334	86	16	185	384	52	162	20	12490
'40	14	36	23	251	18	318	61	2	219	67	66	309	45	33	9	58	118	25	11	57	109	23	87	10	4702
Prior to '40	41	48	31	373	25	435	74	11	267	87	93	406	56	60	11	54	146	48	24	68	203	41	80	11	7136
Year Not Given	4	3	39	35	8	139	5	1	43	11		555	6	1	3	48	80		1	6	15		2	2	1801
Chev. July 1, Total	**135968**	**20178**	**44126**	**407554**	**63258**	**824784**	**306944**	**56799**	**700139**	**207123**	**147641**	**740226**	**57961**	**183883**	**60618**	**250632**	**826014**	**58571**	**27352**	**250147**	**216244**	**133450**	**290930**	**29246**	**12801326**
'58	7057	867	1801	25241	4092	62359	12420	3624	42160	8153	8174	46400	2280	6044	3539	12563	54245	2822	1841	13847	7376	4996	14443	1613	773449
'57	11453	2372	4695	44341	7305	109898	26950	6168	82820	19739	14563	81075	4931	13480	65143	23955	101728	5107	2995	27966	19351	16438	31191	3022	1419472
'56	11286	2405	4846	46332	7387	100516	31139	5121	88757	21774	15466	83453	5135	17740	4988	27162	102828	6262	3070	29033	20464	13835	31773	3215	1472149
'55	12695	2548	5927	52475	8861	114646	36758	5850	93511	25465	17520	90599	7264	19906	5990	30328	114943	6612	3646	29904	23212	13414	32598	3582	1621674
'54	11044	1371	4275	36277	5458	82437	25110	4315	58156	20272	9659	65837	5244	13839	5146	22074	76298	4272	2502	21076	14195	9435	23074	2349	1095889
'53	12361	1747	4823	41471	6020	86383	34322	5527	75097	19254	11909	80349	6035	18622	5842	24225	76112	5754	3047	25404	18748	13150	28929	2776	1261145
'52	8559	1073	2941	25376	3609	50584	20780	3355	44463	12273	8473	48009	3942	11434	3555	15206	44252	3894	1921	15824	12767	8596	17564	1726	761756
'51	12147	1659	4052	37115	4949	69499	29590	5004	61238	17028	12616	66031	6035	17499	5522	22204	61708	5480	2593	22326	19596	12249	26742	2377	1086084
'50	13390	1769	3956	37301	5408	66664	32259	4911	60063	20136	13887	65806	6244	20736	5848	24340	69213	6038	2275	23096	22676	13841	27471	2714	1141303
'49	9433	1240	2512	25247	3594	38180	20631	3891	37528	13616	10252	42650	4297	14486	4280	17046	43892	4191	1389	15183	16740	10176	19327	1811	755082
'48	6988	701	1432	13505	1942	18154	12371	2506	21401	8908	5957	23651	2274	9260	2870	10666	25483	2328	748	9299	9717	6333	11612	1162	442790
'47	6132	549	874	9379	1647	10852	9403	2178	14395	6989	5165	15691	1691	7367	2725	8150	19831	1884	488	6582	8456	4489	8953	938	331787
'46	2923	337	422	4193	759	4458	4368	1019	5692	3199	2875	6683	703	3221	1264	3372	8616	879	193	2877	4341	1934	4092	373	150241
'45-'42	834	135	54	533	201	728	736	279	853	689	864	969	97	594	299	665	2499	252	32	479	1526	252	836	114	34364
'41	3415	494	238	3091	783	2826	4031	1114	4113	3418	4407	5865	603	3804	1257	3317	9474	1086	144	2642	7033	1524	3823	527	158994
'40	1834	298	257	2332	432	2356	2538	619	3319	2115	2276	4586	467	2609	753	2037	5338	638	161	1674	3654	1063	2661	291	101826
Prior to '40	4220	603	534	3140	726	3193	3523	1311	6149	3841	3564	7159	659	3219	1537	2760	8312	1072	305	2758	6259	1716	5829	651	173783
Year Not Given	197	10	487	205	85	1051	15	7	424	254	14	5413	60	23	60	562	1242		2	177	133	9	12	5	19438
Chrys. July 1, Total	**11763**	**3427**	**2884**	**68198**	**5502**	**138903**	**18409**	**5156**	**81459**	**11859**	**15081**	**99517**	**7093**	**7676**	**4732**	**13713**	**50381**	**7704**	**2602**	**21990**	**25169**	**12493**	**27193**	**3084**	**1290555**
'58	312	12	74	2913	247	6706	567	230	2380	242	283	3928	219	241	174	394	1974	196	84	788	334	327	691	77	45306
'57	730	338	274	8405	589	18570	1830	562	9369	1011	1103	11283	657	716	347	1270	6300	690	203	2119	1590	1304	2641	211	139283
'56	738	254	282	7519	494	16197	1908	424	8301	732	1039	10741	648	719	275	1165	4412	638	227	2276	1617	1134	2397	214	122969
'55	1088	329	376	7328	646	16954	2535	486	9709	1197	1416	11383	806	800	438	1650	6200	783	315	2637	2303	1356	2973	346	147026
'54	815	189	242	5739	410	13306	1224	325	5834	750	715	7091	508	499	359	954	3600	491	210	1665	1311	849	1740	204	92640
'53	1287	348	309	7912	643	17978	2255	619	10219	1219	1361	11202	841	947	500	1642	5684	845	406	2606	2240	1444	2980	331	147077
'52	786	244	188	3674	415	7427	1182	344	5188	886	1052	5456	410	513	300	863	3420	562	162	1413	1664	750	1681	258	79124
'51	1280	344	250	5419	471	10397	1587	475	7588	1116	1620	8310	616	655	493	1272	4571	758	246	1995	2844	1131	2745	315	116137
'50	1485	403	322	6469	533	12485	1878	578	8570	1501	1952	10009	860	762	543	1536	5318	884	263	2285	3441	1295	3479	356	138512
'49	1191	242	214	5059	427	8381	1421	472	6224	1195	1366	7794	640	627	509	1169	3669	652	180	1720	2367	1115	2506	301	100317
'48	791	196	150	3134	247	4586	813	272	3299	780	904	4415	372	463	317	791	2200	429	128	991	1613	691	1389	194	61531
'47	614	163	68	1869	156	2545	491	189	2078	531	703	2852	196	290	205	469	1366	336	75	630	1284	481	890	97	39005
'46	252	94	30	1128	65	1298	271	68	1048	253	474	1635	113	173	105	218	675	173	26	359	805	279	372	54	21222
'45-'42	27	16	5	80	6	162	24	8	103	34	61	122	11	21	8	25	90	24	5	26	140	17	33	9	2422
'41	142	91	29	666	74	711	195	46	650	163	494	1157	77	115	61	122	337	118	19	237	782	137	278	59	16309
'40	94	45	18	367	26	445	124	18	320	93	224	727	46	63	37	83	191	51	21	104	323	85	142	22	8414
Prior to '40	110	56	19	408	40	517	104	40	515	147	313	870	67	72	58	61	231	73	29	115	501	97	255	36	11146
Year Not Given	21	3	36	109	13	238			64	9	1	542	6		3	29	143	1	3	24	10	1	1		2115
DeSoto July 1, Total	**5993**	**2218**	**2898**	**50576**	**3332**	**103998**	**15179**	**3492**	**68241**	**10304**	**12818**	**81691**	**5086**	**6977**	**3244**	**11700**	**32437**	**6286**	**1715**	**17616**	**20293**	**8290**	**22886**	**2140**	**989677**
'58	125	53	46	1490	120	3920	459	129	1752	199	236	2611	108	160	115	427	1040	186	49	649	249	202	428	66	28769
'57	375	248	280	6881	413	13285	1522	375	8316	921	1126	9522	490	670	282	1130	4269	611	126	1891	1261	968	2310	214	108090
'56	479	194	271	6939	347	12134	1494	273	8044	863	1043	9498	296	638	223	1004	3191	651	160	1935	1252	912	2423	206	102126
'55	656	200	358	5476	388	10943	1822	426	7976	1101	1382	8824	603	815	306	1321	3824	723	163	2075	1940	911	2315	256	106739
'54	413	140	246	3769	207	8841	1030	311	5205	755	684	5488	367	465	210	816	2012	323	116	1380	1135	570	1531	140	69041
'53	658	245	354	5291	397	13264	1971	367	8101	1150	1296	9752	627	865	379	1498	3759	697	185	1988	1864	910	2611	238	115139
'52	517	155	205	3216	293	7596	1252	258	4761	956	944	5548	359	595	277	902	2808	429	139	1279	1512	540	1840	169	73074
'51	607	169	244	3812	251	8255	1299	304	5422	1037	983	6313	476	566	344	994	2862	473	181	1327	1727	704	1989	146	81912
'50	791	231	277	4674	331	10423	1651	393	6896	1233	1394	8319	655	758	417	1399	3589	637	203	1754	2498	815	2610	254	105815
'49	491	158	226	3666	219	7040	1138	276	5018	798	1240	6282	500	547	259	916	2123	562	158	1348	1983	693	2060	169	77109

(Continued on Page 63)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 60)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
DeSoto '48	608	382	193	7383	522	899	97	167	1265	758	269	2534	1130	722	578	598	433	247	746	1910	1563	817	309	1035	156
'47	235	327	109	5537	383	593	53	92	863	310	162	1443	720	487	374	386	227	164	419	1103	705	545	109	583	109
'46	143	187	59	3579	217	409	20	55	514	167	86	686	399	253	231	215	103	65	221	610	308	301	47	339	74
'45-'42	13	21	6	519	29	28	3	3	35	11	8	69	51	27	23	11	18	5	13	44	34	28	8	25	10
'41	68	105	31	2800	127	201	9	25	187	65	69	260	189	114	101	71	49	40	85	249	129	133	19	166	37
'40	54	62	14	1446	107	173	10	8	155	40	39	180	150	75	85	74	33	40	80	149	147	101	20	146	22
Prior to '40	52	107	26	2175	144	191	10	21	157	64	48	229	204	118	101	100	35	46	88	172	167	193	22	180	39
Year Not Given	9	6	8	14	5	14	25	1	71	45	1	150	27	21	14	13	23	3	47	33	96	3	12		2
Dodge July 1, Total	**30420**	**14794**	**16379**	**243645**	**28207**	**48393**	**6095**	**11012**	**69433**	**36739**	**10750**	**146086**	**70546**	**43837**	**34186**	**32888**	**30151**	**13318**	**42643**	**75107**	**123101**	**49902**	**14766**	**50725**	**10929**
'58	957	341	471	7835	975	1461	257	468	1907	1226	410	4333	1948	1131	1077	827	1076	288	1539	2228	4919	1948	362	1167	326
'57	2766	1395	1889	25143	2633	4963	810	1291	7403	3336	1067	14075	7652	3632	3074	2611	3253	1068	5298	6150	17903	5089	1321	4739	1267
'56	2154	1140	1459	20526	2310	4530	695	1056	6743	3055	996	12591	6532	3048	2388	2166	2363	1084	4450	5860	11826	4399	1246	3071	1098
'55	2825	1691	1673	23369	2749	4274	577	1135	7260	3957	1117	15719	8527	4176	3373	2970	3010	1158	4149	6697	17885	4750	1605	4986	1294
'54	1810	823	949	11120	1624	3236	279	667	4070	2189	565	9566	4850	2899	1983	1896	1922	845	2538	4901	7278	2683	969	2541	786
'53	3630	1634	1784	22017	2699	5428	752	986	7577	4280	973	17159	7694	4260	3448	3863	3339	1690	4139	8741	14685	4867	1691	5748	1063
'52	2500	1019	1366	15668	2032	3661	406	992	5639	3060	724	13091	5101	3214	2836	2742	2444	1063	3634	6225	9129	3928	1266	4309	765
'51	2675	1204	1451	19097	2332	4298	498	1037	5923	3190	899	14661	5894	4195	3105	3249	2392	1215	3882	7003	9928	4668	1285	4615	881
'50	4042	1484	1905	23563	3419	4982	653	1301	7576	4306	1034	16854	7482	5625	4273	3861	3576	1541	4228	9026	11059	6361	1807	6306	998
'49	2738	1252	1394	20037	2281	3821	459	798	5521	2812	1042	11872	5938	4749	3058	3233	2784	1132	3112	6816	7588	4347	1251	4934	863
'48	1953	743	748	14176	1463	2593	301	469	3333	2314	526	6511	3146	2162	1805	1878	1686	776	2169	4668	4144	2167	918	2925	490
'47	1025	712	505	12484	1248	2137	202	409	2885	1208	473	4523	2559	1809	1486	1572	1049	626	1549	3240	3021	1832	469	2209	372
'46	505	417	296	7956	628	1127	106	171	1437	598	295	2143	1229	970	789	801	552	267	823	1471	1258	970	208	1180	213
'45-'42	74	133	61	1767	185	127	7	22	195	90	62	279	208	163	126	118	82	48	64	147	192	136	31	139	52
'41	223	224	122	5432	451	495	22	72	638	274	150	670	455	448	361	296	180	160	288	633	579	407	91	504	137
'40	228	197	102	4118	357	416	14	41	501	275	155	617	454	409	296	285	180	115	273	522	448	371	90	525	83
Prior to '40	282	380	181	9310	806	799	20	93	626	429	243	1054	811	874	658	481	201	242	398	728	1018	951	131	826	238
Year Not Given	33	5	23	27	15	45	37	4	199	140	19	368	66	73	50	39	62		110	51	241	28	25	1	3
Edsel July 1, Total	**503**	**393**	**223**	**4898**	**628**	**773**	**127**	**115**	**1413**	**570**	**225**	**2906**	**1631**	**775**	**793**	**651**	**697**	**114**	**589**	**817**	**4243**	**1269**	**296**	**662**	**244**
'58	503	393	223	4898	628	773	127	115	1413	570	225	2906	1631	775	793	651	697	114	589	817	4243	1269	296	662	244
Year Not Given																									
Ford July 1, Total	**199952**	**74258**	**100794**	**1028016**	**121097**	**148504**	**24604**	**31687**	**310408**	**258558**	**40798**	**561490**	**290704**	**203847**	**177499**	**178708**	**191579**	**49169**	**149447**	**274478**	**602492**	**246082**	**112191**	**250763**	**44730**
'58	9282	3841	4793	55096	6213	9178	1683	2647	21693	14289	2491	37836	17489	10674	10821	7527	13342	2138	8928	17028	39341	17656	5497	9813	2630
'57	26421	10322	13590	151026	15540	22134	4433	5461	52228	34095	4682	98220	46325	24029	21304	21121	31416	6360	22836	36846	97368	32837	13894	35660	5694
'56	22491	9584	12812	122426	13608	19970	3630	4783	43804	31439	4544	81311	39304	20088	19390	18878	25864	6686	21331	36321	76419	25796	13321	27566	5767
'55	24132	9364	13469	118484	14823	18087	3445	4567	42558	31048	4509	74107	39135	23191	20541	20422	25713	5716	18117	35605	85304	27377	12910	33117	5525
'54	18749	6879	10492	92313	11610	16509	2359	3470	31124	23750	3235	59697	31168	21036	17885	16818	19686	4742	18890	30177	68022	22789	10142	27191	4213
'53	20746	7372	10195	102630	11707	16464	2598	3351	28926	24434	4158	61775	30825	19772	17455	19178	18955	5382	15936	30953	74033	24309	10958	27010	4726
'52	10856	3945	5498	53359	6763	7869	1159	1710	15364	13389	2466	29303	15529	10409	9659	10905	9209	3082	8835	15523	33602	12399	6004	13951	2420
'51	17524	5596	7735	75006	9352	10710	1516	1870	19928	21497	3409	34426	20545	15996	13808	17581	12533	4172	9961	21197	39989	18981	10000	19058	3278
'50	21172	6229	9289	85945	10863	11068	1624	1900	22020	25634	3778	36773	21757	20842	16599	19928	14467	4134	11295	22372	38433	22490	11947	22966	3524
'49	12956	4604	5572	62667	7821	7462	1058	1094	13843	14344	3036	23961	14178	16773	11666	13750	8830	2570	6672	14092	21512	15968	7574	16074	2598
'48	3273	827	1228	12154	1549	1234	181	136	2657	4002	608	3958	2218	2866	2319	2282	2102	658	1592	2402	4560	2835	1863	2902	508
'47	3133	1231	1634	18933	2315	1722	205	166	3578	4608	975	4748	3116	3549	3317	2938	2557	801	1491	3125	5870	3733	2049	3948	726
'46	3456	1087	1589	14714	2014	1487	156	124	3147	4954	729	3844	2295	3464	3011	2384	2406	751	849	2641	3930	3926	2417	3413	613
'45-'42	420	359	253	4720	835	244	26	34	932	524	275	666	352	603	540	387	439	130	331	433	724	713	250	508	249
'41	1228	615	676	10275	1187	931	57	73	1464	1935	426	1513	1031	1767	1716	844	960	358	421	1435	1669	2669	913	1668	416
'40	1269	485	443	9345	1118	722	70	69	1556	3094	324	1449	1067	1706	1369	790	815	300	384	1213	1721	2115	748	1200	331
Prior to '40	2654	1852	1406	38801	3736	2629	207	199	4629	4599	1134	6606	4108	6648	5873	2736	1938	1166	1232	2967	8704	9362	1471	4709	1493
Year Not Given	190	66	120	122	43	84	197	33	957	923	19	1297	262	434	226	239	347	23	346	148	1291	127	233	9	19
Hudson July 1, Total	**5653**	**4133**	**2573**	**56066**	**8780**	**8973**	**663**	**1677**	**13643**	**4466**	**3547**	**37473**	**14728**	**8300**	**8893**	**5711**	**3349**	**3385**	**7443**	**15036**	**22442**	**11357**	**1937**	**7938**	**3565**
'57	86	27	33	202	77	86	4	7	124	31	56	359	160	86	93	61	28	47	63	153	261	103	17	48	39
'56	231	128	131	2359	427	574	20	88	857	82	266	1732	752	477	420	209	148	246	293	1095	1471	603	66	178	278
'55	369	305	271	4254	559	790	20	126	1298	171	276	4300	1276	633	598	295	225	241	496	1445	1800	854	115	393	296
'54	458	247	237	2482	625	862	37	191	1152	274	195	4863	1505	642	699	401	222	323	618	1580	2348	956	122	509	352
'53	740	417	246	5391	748	1111	112	192	1497	557	380	5030	1695	668	769	600	416	374	947	1639	3345	1106	259	750	387
'52	710	429	222	6277	923	985	89	231	1503	546	332	3985	1503	559	989	660	331	359	1183	1362	2427	917	233	793	367
'51	959	744	451	9839	1596	1560	154	264	2277	874	590	6455	2588	1360	1549	1037	544	556	1338	2467	3844	1884	306	1384	605
'50	690	635	293	8755	1359	963	78	219	1752	598	434	4810	1960	1192	1159	816	427	366	882	1922	2621	1922	227	1098	443
'49	688	577	380	7112	1577	950	80	213	1517	628	496	3517	1861	1462	1320	915	580	427	866	1607	1955	1793	293	1497	437
'48	313	257	149	4135	361	517	32	79	662	268	228	1049	582	492	547	363	178	182	417	846	958	558	135	579	148
'47	186	123	76	2011	170	227	11	31	374	185	111	552	322	247	264	162	132	82	153	396	533	197	75	338	74
'46	111	96	38	1442	107	149	10	19	299	105	75	307	210	171	190	111	50	70	70	242	350	152	46	182	43
'45-'42	11	26	7	235	23	19	2		36	20	21	60	29	33	38	6	5	12	7	27	54	25	9	19	15
'41	42	39	12	627	55	57	3	6	87	35	29	115	76	77	66	15	14	28	33	89	153	61	6	57	21
'40	19	28	10	327	48	37	2	3	74	27	20	91	75	73	52	25	12	23	13	67	73	54	5	32	12
Prior to '40	34	54	11	609	117	77	3	8	80	41	35	142	113	119	123	31	28	44	33	83	177	165	18	78	48
Year Not Given	6	1	6	9	8	9	6		54	24	3	106	21	9	17	4	9	5	31	16	72	7	5	3	
K-F July 1, Total	**3359**	**2398**	**1750**	**29254**	**2571**	**4391**	**603**	**589**	**8940**	**3227**	**1478**	**14098**	**7468**	**5693**	**5231**	**3431**	**3453**	**1359**	**3981**	**5926**	**10110**	**6760**	**1551**	**4513**	**1288**
'56	2		3	4			1		5	9	1	18	7		1	1	5	3	3	6	10		3	1	1
'55	4	6	13	52		11	1	2	12	6	1	18	11	11	8	7	9		5	24	22	3	1	4	
'54	40	51	31	820	51	127	15	27	291	100	36	460	246	148	132	87	110	34	134	182	298	163	22	104	48
'53	496	293	178	4364	273	588	78	86	1338	535	134	1789	1100	385	671	393	512	267	487	981	1948	661	166	376	144
'52	608	411	346	4215	246	671	108	115	1348	523	169	1838	1027	437	646	476	541	241	938	1020	1670	706	238	446	152
'51	1399	953	713	10807	1079	2103	256	235	3890	1449	507	6146	3099	2308	2011	1444	1452	511	1227	2484	4107	2954	718	1565	467
'50	105	57	50	1149	95	106	21	13	223	67	46	380	199	224	154	123	76	40	382	144	202	289	52	171	42
'49	275	226	163	2543	311	282	55	43	640	192	189	1309	728	889	614	374	322	124	306	398	725	946	149	743	185
'48	241	237	161	2681	340	280	47	41	643	192	239	1545	734	988	687	334	268	82	337	416	746	753	118	815	155
'47	150	160	79	2453	151	183	12	22	470	110	149	497	271	258	285	169	117	53	127	244	285	269	76	265	91
Year Not Given	39	4	13	166	25	40	9	5	80	44	7	98	46	45	22	23	41	4	35	27	97	16	8	23	3
Lincoln July 1, Total	**3319**	**2622**	**1395**	**47763**	**4461**	**5508**	**829**	**1459**	**13771**	**3623**	**1399**	**19527**	**7571**	**3611**	**3362**	**2526**	**3392**	**1108**	**3991**	**8335**	**15424**	**5086**	**1407**	**4601**	**1243**
'58	142	158	83	2469	205	363	42	107	871	236	94	1555	461	159	183	146	239	39	182	433	1441	366	67	192	70
'57	371	297	163	5530	425	710	140	206	1938	373	145	2990	972	361	322	256	437	154	430	963	2345	677	158	524	117
'56	431	349	212	7370	597	687	121	238	2286	527	219	3503	1283	499	483	339	523	130	538	1186	2792	778	198	651	183
'55	287	196	130	3485	336	493	85	114	1156	279	109	1774	652	318	280	148	296	94	310	762	1371	374	113	411	113
'54	334	314	166	4819	567	629	106	144	1475	350	144	2231	852	403	370	258	365	120	451	1007	1644	544	118	495	120
'53	431	305	151	6167	604	642	90	143	1479	449	174	2210	963	460	454	274	402	123	526	986	1932	559	151	497	157
'52	265	211	114	4436	410	448	62	102	1036	288	94	1351	579	267	278	216	270	106	355	648	1075	362	109	344	101
'51	299	202	120	3473	361	464	51	129	1044	324	112	1393	614	318	272	214	246	93	388	683	1064	464	147	424	111
'50	307	147	82	2762	311	308	46	94	896	318	85	911	432	268	228	194	229	90	345	582	727	296	114	379	79
'49	354	260	132	4389	450	458	67	148	1174	328	145	1191	576	406	371	352	276	104	320	743	704	485	183	533	139
'48	29	20	7	580	31	52	3	13	103	41	9	115	52	19	30	25	27	10	58	58	73	36	8	36	8
'47	20	49	14	692	45	93	4	8	126	35	28	98	42	40	39	41	36	18	35	108	72	40	16	42	8

(Continued on Page 64)

by Makes, States and Model Years

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

(Continued from Page 61)

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
DeSoto '48	335	127	155	2148	133	3782	616	189	2832	553	729	3653	268	378	188	549	1240	336	102	820	1413	476	1163	111	47617
'47	233	93	90	1479	96	2202	428	65	1725	319	651	2450	167	208	116	322	714	238	60	554	1170	267	776	63	30524
'46	151	61	38	844	63	1104	252	50	968	193	386	1321	72	149	71	190	444	166	29	319	750	169	370	41	17489
'45-'42	9	10	3	35	3	109	19	4	67	13	57	74	1	20	3	25	62	19	3	18	115	12	17	1	1741
'41	51	64	20	284	17	347	93	27	340	88	278	569	25	59	15	67	174	84	17	105	634	52	156	27	8922
'40	25	27	22	226	10	309	72	17	321	49	176	553	26	30	13	61	121	62	10	79	312	38	135	10	6114
Prior to '40	72	41	23	289	39	328	56	27	408	65	212	603	43	52	24	51	152	88	14	88	466	49	152	27	8058
Year Not Given	5	2	40	57	5	116	5	1	89	11	1	311	3	2	2	28	53	1		7	12	2		2	1398
Dodge July 1, Total	**19883**	**4515**	**8756**	**112346**	**9427**	**256028**	**40961**	**8964**	**175766**	**26559**	**28891**	**194914**	**13028**	**19969**	**10310**	**37414**	**111540**	**11472**	**5500**	**45664**	**46563**	**28714**	**58198**	**4958**	**2534392**
'58	567	111	182	3518	402	9120	1202	439	5561	570	521	6396	316	469	313	1051	3313	365	191	1603	843	603	1448	163	78744
'57	1345	445	840	12989	1083	30773	3356	1001	22258	2318	2610	21239	909	1452	806	3363	11150	1076	503	4195	3628	3249	6024	445	266885
'56	1380	365	825	10722	762	23474	3208	803	18766	1985	2686	19208	762	1478	601	2675	8235	816	468	3949	3513	2590	5400	437	221894
'55	1933	496	903	9854	1118	22925	4113	1052	19612	2457	2976	21298	1176	1999	994	3805	11143	1250	463	4689	4387	3219	5567	536	258891
'54	1272	274	628	6165	606	17344	2397	597	11022	1428	1421	10714	780	1145	729	2239	6346	453	425	2890	2331	1620	3302	312	149429
'53	1853	501	1066	10631	1074	30655	4946	885	19379	2478	2652	20905	1662	2220	1153	4597	13239	1268	778	4687	4204	3108	5786	491	274365
'52	1455	308	634	8067	750	21696	3354	656	12987	2547	1820	14592	1029	1528	740	3275	9739	793	523	3813	2987	2241	4870	355	197573
'51	1982	343	773	10418	746	24567	3773	800	14885	2449	2214	17069	1260	1920	987	3297	9559	944	471	4069	3925	2641	5981	422	225072
'50	2551	392	924	12882	889	28731	4992	853	18082	3275	3082	20811	1734	2583	1164	4591	13781	1291	579	5187	5066	2894	6861	563	281020
'49	2168	320	728	9725	734	19933	3871	771	13250	2512	2727	15543	1312	1958	1060	3258	10550	1066	421	3990	4577	2453	5218	460	212437
'48	1030	250	499	6358	378	10890	2022	400	7393	1455	1561	9388	763	1149	610	1924	5044	668	277	2385	2828	1460	2672	219	125687
'47	892	211	314	5349	340	8239	1730	267	5733	1143	1452	7371	548	839	486	1436	4161	551	169	1894	2541	1211	2126	181	98788
'46	459	132	122	2620	184	3540	963	147	2705	674	934	3832	281	485	249	787	1940	279	74	927	1533	577	1096	102	51052
'45-'42	105	34	21	222	50	388	89	31	307	103	256	318	38	70	35	100	390	78	17	125	480	74	118	34	7991
'41	227	86	61	891	97	1186	288	69	1039	313	651	1451	139	179	94	279	833	154	46	412	1236	231	456	64	23794
'40	169	62	65	724	74	868	278	49	959	250	498	1243	109	192	95	274	847	139	33	323	814	190	407	58	19819
Prior to '40	436	183	102	1142	127	1411	375	142	1726	570	827	2296	194	301	192	358	1060	281	61	485	1627	350	866	116	37008
Year Not Given	32	2	69	69	13	288	4	2	102	32	3	1240	16	2	2	105	210		1	41	43	3			3943
Edsel July 1, Total	**313**	**148**	**96**	**1682**	**304**	**3647**	**645**	**251**	**2913**	**404**	**659**	**2343**	**163**	**306**	**135**	**616**	**2185**	**264**	**55**	**884**	**665**	**574**	**918**	**144**	**45869**
'58	313	147	96	1682	304	3647	645	251	2913	404	659	2343	163	306	135	616	2185	264	55	884	665	574	918	144	45868
Year Not Given		1																							1
Ford July 1, Total	**118755**	**20040**	**32656**	**332350**	**50488**	**677305**	**286321**	**50773**	**611656**	**178500**	**114161**	**572257**	**48599**	**160279**	**51028**	**204668**	**673599**	**48745**	**21235**	**231389**	**182986**	**107865**	**233473**	**21557**	**10702550**
'58	6196	791	1369	17079	2986	45682	12387	3541	35224	5901	6026	31123	2765	5259	3331	10280	40269	2296	1537	12855	6943	4441	12540	1081	603828
'57	12317	2921	4158	50907	7097	119997	32304	6536	99023	20038	14848	77426	6271	15622	5505	26181	103215	6343	2986	30651	20835	16740	34039	2785	1552587
'56	10445	2623	4302	46358	6589	98866	33722	5143	86085	19544	14172	81387	5447	16190	4593	22974	84917	5164	3089	29423	20399	13367	28205	2552	1352689
'55	12215	2528	4617	40767	6728	90528	34697	4934	82292	22750	13473	72710	5522	16457	5646	25235	86452	5708	2620	28218	19994	11444	28437	2550	1337788
'54	11492	1720	3611	36076	5059	77730	25876	4368	64855	19585	9679	56662	4941	12667	5159	20190	67655	4028	2228	23400	16668	9268	24556	2031	1082450
'53	11452	1983	3532	37845	5244	74222	30784	4966	67803	17736	11929	69092	5536	15705	4830	21069	68184	5029	2438	24915	20033	11059	24429	2263	1135926
'52	6662	1051	1977	19349	2749	36124	16229	2707	33344	11339	6414	34371	2971	9211	2651	11279	34883	3055	1237	13493	10801	5820	13049	1192	585166
'51	9850	1418	2508	25971	3700	46369	27314	4086	44245	14380	8885	44415	4549	15704	4210	18071	48298	4337	1620	18866	15262	9390	17286	1576	807978
'50	11940	1491	2529	26393	3960	44070	31937	4322	43978	17085	10194	46704	4840	21245	4891	20721	57239	4831	1383	21143	17465	10797	20259	1786	898252
'49	9142	1193	1513	17067	2755	25643	18844	3587	26502	10404	7834	27693	2902	13764	3830	13852	35772	3427	808	13397	13969	7423	13947	1389	587332
'48	2412	234	379	2232	581	3456	3625	756	4644	3646	1509	4017	450	2552	928	2741	7680	609	228	2424	2845	1415	2017	270	112564
'47	2985	395	424	3438	670	4726	5491	1090	6486	3967	2248	5943	547	3820	1149	3358	9501	866	242	3779	4277	2152	2920	416	151358
'46	2716	304	330	2656	532	3213	4491	1037	4367	3016	1871	5296	506	3479	1230	3016	8114	702	192	2612	3195	1547	2559	326	126708
'45-'42	415	126	75	428	275	621	386	201	675	567	278	506	82	300	169	512	2056	423	44	545	1409	132	435	129	25736
'41	1638	172	188	1167	334	1000	1745	750	1721	1905	997	1899	249	1706	600	1082	4395	465	90	1149	1808	507	1461	248	63523
'40	1391	176	185	983	281	1027	2933	448	1905	1484	840	1813	229	2468	505	1328	4039	336	93	1484	1425	500	1202	199	60977
Prior to '40	5304	904	656	3504	879	3289	3531	2292	8111	4898	2954	6915	738	4102	1778	2289	10147	1126	393	2840	5506	1848	6123	757	201743
Year Not Given	183	10	303	130	79	742	25	9	396	255	10	4285	54	28	23	490	783		7	195	152	15	9	7	15945
Hudson July 1, Total	**3760**	**1139**	**2362**	**20477**	**1711**	**35976**	**6118**	**1606**	**27975**	**4908**	**7501**	**33120**	**2754**	**3667**	**2233**	**5340**	**13195**	**4161**	**865**	**8230**	**12607**	**4479**	**15523**	**1562**	**483000**
'57	48	2	31	108	9	538	27	24	292	51	44	409	38	10	14	41	117	25	22	52	96	41	186	13	4489
'56	157	15	169	782	68	1921	295	131	1342	192	262	1866	152	70	130	198	689	140	71	394	654	267	1528	77	24701
'55	220	74	241	1247	100	2485	518	125	2074	315	436	2641	228	286	180	358	1111	202	63	701	897	401	1991	98	38398
'54	230	58	304	2079	119	4142	445	112	3025	341	397	3168	311	279	131	376	858	197	62	886	782	370	1293	121	41986
'53	324	117	325	2336	219	4855	686	143	3609	438	745	3720	355	430	187	580	1342	372	77	972	1237	447	1468	129	54489
'52	402	160	233	2397	230	4525	663	155	3205	576	873	3769	284	419	180	648	1562	446	102	1106	1284	448	1219	196	52997
'51	827	209	363	4000	356	6380	1062	315	4931	826	1415	6026	400	617	433	992	2223	801	130	1423	2202	780	2633	301	84870
'50	519	169	223	2819	215	4637	761	167	3419	749	1003	3950	333	461	349	705	1833	709	111	953	1559	516	2102	210	64093
'49	502	149	210	2363	236	3479	760	255	3252	674	1041	3707	307	486	415	780	1748	799	126	949	1540	602	1744	250	59122
'48	262	78	90	1233	82	1592	420	85	1342	373	515	1657	166	227	98	320	847	204	34	399	871	288	614	53	25885
'47	95	29	45	510	32	638	217	29	570	133	289	774	82	149	43	149	369	81	17	170	533	162	258	34	12440
'46	63	30	27	272	19	363	154	20	391	118	205	476	46	122	31	103	239	56	14	118	388	68	165	18	8151
'45-'42	20	6	2	29	4	32	14	4	63	17	35	91	4	16	2	10	32	23	1	19	77	6	31	6	1283
'41	20	15	18	110	5	110	33	8	153	28	103	191	12	33	7	18	72	32	7	30	183	33	104	15	3143
'40	19	8	14	65	4	82	20	7	118	19	49	170	8	21	8	23	37	16	7	21	96	17	65	12	2108
Prior to '40	45	20	24	111	10	123	40	25	168	52	89	249	20	41	21	27	88	49	20	23	195	32	122	28	3893
Year Not Given	7		43	16	3	74	3	1	21	6		256	8		4	12	28	9	1	14	13	1		1	952
K-F July 1, Total	**2899**	**532**	**796**	**12119**	**974**	**16904**	**4785**	**1111**	**15366**	**2237**	**4761**	**19991**	**1589**	**2435**	**1599**	**3032**	**8490**	**1740**	**459**	**4854**	**7960**	**2669**	**7017**	**391**	**258132**
'56				2	1	27	5		10		4	1		3		1	13			2	1		2		156
'55	1	1	3	20	1	89	6	2	40	1	4	24		2		2	31	1		14	14	7	8		502
'54	55	11	39	284	12	682	71	27	612	46	100	590	48	39	35	42	119	36	14	172	150	50	294	10	7295
'53	297	51	134	1448	102	2846	522	81	2634	178	508	2991	238	302	99	408	1250	216	84	686	802	296	716	26	35158
'52	275	59	145	1905	136	2792	813	88	2258	246	584	3275	230	468	98	503	1620	249	68	937	1006	375	693	31	37990
'51	1028	203	302	6017	391	7243	2386	421	6407	806	1983	8608	737	1193	636	1298	3496	685	199	2050	3366	1259	3073	133	107804
'50	77	18	36	211	51	309	111	46	350	209	124	645	38	32	71	60	160	55	12	127	286	86	247	13	7784
'49	406	59	56	750	107	1125	300	224	1300	230	524	1849	117	129	281	270	657	227	36	364	901	259	901	60	23863
'48	495	65	43	960	107	1027	348	149	1157	329	568	1146	111	144	260	285	676	170	28	316	759	210	768	73	23274
'47	229	62	25	477	56	546	204	70	511	172	340	580	53	115	116	133	372	96	16	181	591	122	261	44	12318
Year Not Given	36	3	13	45	10	218	19	3	87	20	22	282	17	8	3	30	96	5	2	5	84	5	54	1	1988
Lincoln July 1, Total	**2018**	**1232**	**885**	**12774**	**1559**	**26714**	**4115**	**863**	**18778**	**3415**	**4000**	**17759**	**1355**	**1946**	**990**	**2815**	**13578**	**2028**	**375**	**4590**	**5810**	**2142**	**5668**	**768**	**303519**
'58	114	64	31	856	92	2112	199	85	989	131	164	952	77	74	45	164	779	90	19	265	200	83	307	30	18225
'57	187	151	99	1789	163	3972	465	121	2547	309	436	2195	184	161	90	314	1408	198	37	507	506	244	746	88	37921
'56	264	189	143	1991	217	4539	552	143	3032	434	629	2910	184	228	111	398	2008	293	59	649	677	297	990	105	47165
'55	136	82	104	974	162	2403	365	69	1622	364	324	1493	115	156	87	220	1405	160	38	342	482	168	505	56	25518
'54	226	125	110	1360	179	3195	343	85	2225	433	377	1932	164	176	96	318	1788	218	45	501	612	219	593	87	33433
'53	278	123	96	1347	221	2954	563	100	2396	389	516	2002	132	241	118	346	1698	268	46	580	774	251	651	98	36517
'52	174	84	75	859	110	1713	369	61	1578	305	313	1301	85	203	82	229	1118	175	28	378	486	168	391	61	23873
'51	164	82	62	1041	136	1871	377	49	1470	247	326	1452	114	210	90	264	1071	172	28	451	504	197	430	74	23892
'50	186	100	57	791	93	1443	319	41	1097	271	270	1089	79	189	77	174	829	133	16	338	398	169	359	64	18822
'49	205	158	67	1279	129	1767	445	80	1420	329	450	1694	149	237	160	308	1072	253	38	452	796	296	550	78	26698
'48	13	11	8	114	9	182	41	7	93	71	33	177	13	20	6	17	110	12	3	34	65	7	25	4	2518
'47	18	22	9	145	18	220	27	4	109	36	66	148	23	21	10	24	105	16	1	31	92	15	55	5	2969

(Continued on Page 65)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 62)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Lincoln '46	10	28	6	307	25	32	3	5	53	20	14	57	29	18	13	18	13	8	10	45	43	29	8	25	6
'45-'42	3	12	1	122	7	10			10	7	3	13	10	2	2	5	6	1	4	12	15	14	3	5	2
'41	12	25	6	388	29	46	2	6	30	8	2	39	17	25	11	15	12	7	6	47	32	23	5	18	7
'40	7	19	2	308	20	25	2	1	19	12	5	19	5	14	11	10	5	2	11	19	10	8	3	10	5
Prior to '40	15	30	6	464	36	41	3	1	38	14	7	42	19	24	8	10	4	9	8	49	52	31	4	15	17
Year Not Given	2			2	2	7	2		37	14		35	13	10	7	5	6		14	4	32		2		
Mercury July 1, Total	36029	16592	17266	278095	30750	35930	5154	7459	67836	40306	10409	133481	57681	38532	32961	29682	32740	10150	30284	57580	120153	47670	17044	49184	9550
'58	985	532	455	6881	976	1236	224	337	2334	1206	449	5129	1958	1221	1132	1027	1272	281	1003	1813	6131	1930	379	863	389
'57	3957	1863	2289	26364	3000	3529	915	1065	8401	4100	1094	16761	7927	4062	3579	3335	4584	1145	3734	6049	18946	5543	1899	5021	1016
'56	4528	2009	2658	39940	3375	4810	893	1048	9268	4771	1248	19750	9082	4261	4110	3876	4827	1288	4219	7019	16973	5806	2297	6084	1248
'55	4214	2011	2371	39859	3676	4186	704	1101	9465	5345	1157	20306	8293	4573	4175	3274	4224	1166	4066	6677	19234	5323	2040	6767	1145
'54	3058	1593	1502	28562	3084	4265	481	878	6798	3788	935	13617	5662	3692	3141	2597	3158	1013	3605	6626	12194	4441	1403	4907	866
'53	4607	1909	1863	31578	3616	4433	539	953	7857	4990	1236	17667	7198	4668	3757	3508	3621	1217	3826	7769	13838	5463	2056	5996	1121
'52	2377	1299	1065	19012	2115	2481	265	461	4105	2561	819	8858	3622	2351	2210	2090	1907	712	2117	3871	6211	3010	1180	3101	670
'51	3907	1825	1775	28246	3441	3962	393	627	6720	4303	1202	12533	5543	4481	3676	3557	3078	1210	2604	6325	10671	5416	1840	5678	1081
'50	4157	1504	1529	24925	3281	3418	375	551	6522	4382	894	9873	4137	4238	3294	2877	2948	991	2888	5444	8402	4945	1769	5614	891
'49	2588	1181	1008	18131	2450	2229	246	331	3918	2603	840	6153	2771	3436	2497	2279	1962	704	1392	3893	4743	3743	1214	3400	690
'48	519	151	171	2608	309	290	21	36	537	573	90	716	396	275	289	360	262	100	346	487	610	377	256	404	78
'47	442	283	229	4498	504	433	50	26	674	640	183	771	426	421	402	416	348	136	210	752	903	566	282	537	119
'46	388	178	179	3385	410	313	19	18	547	482	123	527	341	369	321	283	280	94	114	469	523	536	241	513	110
'45-'42	30	27	25	394	54	24	1	2	51	45	18	90	50	43	36	25	37	10	8	36	65	63	22	53	12
'41	123	101	58	1683	160	127	8	8	176	165	56	148	83	140	125	50	80	29	42	142	162	214	71	149	55
'40	78	67	37	1300	194	106	5	6	155	128	45	159	90	99	102	59	50	28	28	119	139	178	39	125	31
Prior to '40	49	44	32	715	92	65	2	8	124	70	20	131	53	96	61	29	48	23	28	55	145	95	26	66	21
Year Not Given	22	15	20	14	13	23	13	3	184	154		292	49	106	54	40	54	3	54	34	263	21	30	6	7
Nash July 1, Total	9123	6700	4667	98376	12562	16627	1496	1996	25114	9286	5126	64110	26605	14576	15077	10011	6966	4710	11331	33923	37333	18852	3925	22762	3896
'57	685	221	241	3343	343	491	107	40	632	456	181	1961	1154	446	346	200	234	173	137	2060	981	475	166	764	72
'56	549	573	316	7745	1015	1966	134	179	1960	656	460	5649	1872	896	1052	425	565	574	870	3418	4041	1307	155	1269	396
'55	936	682	394	10028	1267	2316	132	277	2663	946	443	7638	2920	1281	1417	775	663	633	1076	4673	4628	1567	330	1899	396
'54	614	543	258	6576	972	1691	98	181	2360	712	342	6298	2550	1113	1300	724	569	433	1075	3751	4221	1504	246	1502	347
'53	1033	690	568	10868	1170	2214	195	205	2922	996	547	9371	3884	1668	1594	1508	794	587	1558	4647	6103	1923	394	2649	404
'52	1397	886	727	13798	1630	1904	210	308	3825	1360	691	9080	3468	1799	2381	1605	1291	492	1925	3770	5525	2383	657	3455	392
'51	1638	1242	926	18579	2323	2488	285	380	4961	1794	895	11198	5027	2984	3051	2088	1182	722	1888	4837	5678	3328	730	5057	588
'50	878	702	529	11081	1662	1072	120	166	2380	802	631	5563	2673	1951	1717	1112	579	391	1019	2540	2120	2560	391	2894	404
'49	474	432	222	5227	796	659	68	96	1255	469	391	2928	1322	999	826	620	377	218	598	1318	1212	1447	273	1282	291
'48	468	284	209	4358	594	842	74	89	960	540	220	2119	815	554	614	445	338	218	564	1440	1423	955	281	909	199
'47	223	198	128	3011	322	472	34	34	559	281	137	969	427	334	357	239	198	123	297	764	697	570	164	501	123
'46	119	136	83	1997	214	242	21	13	303	149	83	540	216	189	217	157	117	61	147	367	309	351	85	316	84
'45-'42	5	14	3	188	19	23		1	29	9	10	79	38	25	16	10	7	4	14	35	45	45	8	16	10
'41	30	28	14	549	57	71	2	7	76	18	28	181	70	62	59	21	11	9	35	73	74	125	11	80	34
'40	12	18	12	298	35	46	1	5	41	6	17	99	42	63	26	15	9	14	22	62	47	88	4	65	11
Prior to '40	52	42	17	717	136	119	1	6	67	31	45	225	97	130	74	48	17	46	48	140	122	214	21	102	51
Year Not Given	10	9	20	13	7	11	14	9	121	61	5	212	30	82	30	19	15	12	58	28	107	10	9	2	5
Olds. July 1, Total	44208	20355	19814	335407	37234	54592	8099	12301	98402	51739	12616	211864	93785	49446	42607	43870	47279	13006	42342	107129	154914	69996	21460	63302	12944
'58	2728	1030	1275	14312	1764	2912	600	788	6006	3698	836	16370	6116	2768	2668	2558	3745	437	2101	5412	13724	5049	1425	2726	758
'57	4800	2224	2381	30110	3474	5187	1113	1545	11063	5972	1204	27680	11690	5273	4755	4790	6793	1238	5486	10683	20734	8315	2751	7648	1425
'56	6049	2566	3179	40507	4124	7763	1157	1873	14531	7335	1373	32140	14432	5348	5376	5996	8283	1644	6878	15642	25285	9734	3458	8304	1616
'55	7215	2973	3716	53002	5828	8639	1159	2400	18225	8618	1817	40599	15993	7567	6550	6261	8723	1585	7285	16918	29923	11239	3482	11360	1997
'54	3925	2002	1845	33642	4095	5294	796	1305	10361	4397	1117	24608	9598	5160	4452	3741	4428	1091	4235	10930	16456	7717	1828	6672	1346
'53	4370	1966	1650	31176	3778	5076	772	1154	9222	4591	1269	19557	8880	4814	4011	4221	3747	1182	3614	10160	14198	6407	1749	5998	1343
'52	2859	1269	1010	19982	2378	2992	417	676	5337	3017	820	10125	5027	2767	2555	2652	2290	898	2395	5569	7240	3679	1226	3438	762
'51	3566	1522	1293	25787	2895	3996	517	653	6205	3786	1032	11196	6139	3901	3034	3550	2614	1120	2583	7782	7599	4594	1565	3976	914
'50	4635	2028	1618	35897	3983	5469	720	886	7875	5736	1243	13520	7092	5269	3782	4514	3262	1549	3185	10365	8808	6134	2047	5481	1143
'49	2153	1118	802	20797	2062	3157	372	485	4234	2212	812	7415	4041	2952	2140	2687	1644	927	2131	6176	4675	3380	942	3181	667
'48	802	499	425	9037	843	1375	173	228	1869	873	313	3615	1931	1261	1080	1130	718	412	942	2765	2669	1348	401	1637	282
'47	487	427	250	6885	732	1019	132	136	1336	580	278	2130	1232	922	844	762	419	301	660	2014	1422	899	241	1217	229
'46	207	208	113	3214	320	432	43	48	542	218	144	773	432	373	358	297	206	129	196	788	475	395	81	522	94
'45-'42	33	34	22	616	50	58	10	5	98	42	20	139	137	53	52	33	34	24	33	76	88	54	16	74	18
'41	134	186	85	4034	316	496	29	54	472	163	119	624	322	318	354	234	122	137	184	752	457	342	87	405	127
'40	86	100	63	2490	197	282	16	18	354	138	89	388	262	218	224	164	77	132	141	436	311	227	57	288	98
Prior to '40	122	196	68	3883	380	418	23	41	389	170	125	588	395	369	296	224	101	199	224	601	522	442	67	369	120
Year Not Given	37	7	19	36	15	27	50	6	283	193	5	397	66	113	76	56	73	1	69	60	328	41	37	6	5
Pack'rd July 1, Total	4647	3734	2169	52001	5716	10128	878	2277	16690	5513	1980	28378	12542	6356	6024	5439	4840	2118	7855	12735	18619	10204	2277	8921	2145
'58	9	9	6	139	9	25	3	15	48	29	12	132	84	9	23	28	14	7	16	44	83	22	8	15	6
'57	44	21	24	276	54	106	14	9	124	64	32	347	197	55	60	47	54	22	60	94	179	94	23	79	22
'56	192	187	87	2363	281	577	47	139	815	285	113	1894	812	273	321	193	280	117	526	778	1210	546	107	402	140
'55	393	335	203	4485	527	1190	87	323	1720	542	233	3509	1510	636	648	430	537	222	954	1387	2658	1074	227	819	272
'54	217	233	93	2115	310	666	57	133	1076	303	77	2230	679	333	257	272	230	134	568	920	1332	585	90	442	165
'53	770	4506	298	6811	756	1660	143	455	3056	894	248	5400	2596	694	840	815	978	344	1081	2211	4347	1572	352	1355	318
'52	666	461	299	5198	653	907	95	265	1993	660	247	2718	1286	664	727	652	732	194	904	1166	2110	1000	362	1119	214
'51	766	575	337	7954	922	1461	142	340	2576	843	320	4368	1808	996	986	936	691	284	991	1870	2549	1709	359	1376	280
'50	530	296	225	4560	614	802	79	176	1577	538	210	2386	1071	753	700	601	401	194	746	995	982	1263	219	892	160
'49	495	359	289	4621	581	747	74	178	1566	579	224	2589	1205	886	717	650	414	190	869	1141	1363	1098	252	1144	239
'48	246	324	159	5323	405	698	69	116	1011	307	130	1452	716	602	380	394	232	179	475	908	992	546	140	554	135
'47	91	113	39	1903	135	248	20	35	322	152	52	352	182	120	115	120	83	55	164	307	227	166	40	195	60
'46	63	72	31	1216	79	137	9	16	166	60	17	181	98	70	60	72	48	19	82	126	77	85	30	127	29
'45-'42	22	26	2	502	38	48	3	5	51	21	10	75	31	22	13	27	22	10	26	48	42	43	14	34	9
'41	38	64	26	1253	87	203	7	22	188	55	14	174	54	58	45	48	33	44	95	207	82	89	13	110	32
'40	36	61	9	1104	83	225	3	12	137	64	20	180	81	62	35	48	29	37	87	176	101	92	18	94	26
Prior to '40	67	92	30	2162	177	422	13	35	220	85	21	316	124	113	90	97	50	66	162	347	236	214	20	164	38
Year Not Given	2		3	16	5	6	13	3	44	32		75	8	10	7	9	12		49	10	49	6	3		
Plym. July 1, Total	75018	30830	40489	457383	54370	87504	13118	26384	134055	83028	19479	306318	149448	89993	72711	72974	71872	27020	93354	157283	244438	108774	41193	132815	19773
'58	2553	1168	1350	21347	2311	4414	963	1473	7228	3870	1001	13739	6080	3044	2882	2571	3060	793	4112	7281	13505	5307	1261	3331	805
'57	7142	3461	3849	50659	5911	10028	2138	3161	17989	7868	1938	38056	18143	8298	6961	6900	8590	2760	12726	16045	41420	11471	3682	14251	2196
'56	5724	2610	3599	40769	4000	7783	1614	3598	12143	6883	1544	29443	13218	6021	5113	5307	5913	2420	10317	14176	24808	7828	3594	11062	1724
'55	8777	3622	4659	44430	5240	10047	1686	4209	15770	9384	1837	40984	18512	9048	7330	7398	8431	3214	11189	18383	36230	10511	4979	16809	2092
'54	5132	2225	3164	24895	3286	7181	876	2368	10633	5955	1091	24662	11086	6329	4932	4751	5785	2207	7326	13264	18159	7261	3026	9446	1553
'53	8769	3194	5234	43749	5387	8800	1188	2599	13765	9519	1874	35143	17931	9706	7906	8226	8464	3083	9397	16668	27666	11980	4977	15294	2009

(Continued on Page 66)

by Makes, States and Model Years

(Continued from Page 63)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Lincoln '46	10	9	2	60	5	96	10	5	57	21	38	96	10	8	5	11	39	10	3	18	47	5	24	2	1416
'45-'42	3	3	2	13	7	13			12	5	10	14	3	1	2	2	18	5		2	13	2	2		401
'41	7	10	5	56	4	88	12	2	35	22	25	72	11	10	1	10	36	9	2	23	43	8	20	7	1336
'40	11	11	3	40	7	40	11	4	24	19	12	29	1	6		8	30	7	1	5	39	4	6	5	875
Prior to '40	20	8	5	44	4	66	16	7	53	19	19	57	10	5	9	1	33	9	10	12	70	9	13	4	1450
Year Not Given	2		7	17	3	40	1		19	10	1	146	1		1	7	31		1	2	6		1		490
Mercury July 1, Total	22695	5681	6926	90317	12030	178207	42305	8576	140983	33866	26641	132505	9505	21742	10263	33557	128083	13913	3587	40372	38408	21086	46705	5476	2285947
'58	719	158	186	2408	424	7141	990	420	5038	642	972	5073	193	524	309	966	3868	470	147	1604	969	557	1159	174	75254
'57	2137	702	695	9680	1275	24990	3882	1006	19173	3259	2742	16927	762	1989	791	3744	14968	1461	442	4855	3096	3054	5957	600	268365
'56	2192	803	926	10781	1649	24492	5318	1086	20062	3434	3667	19271	1137	2411	842	4343	16401	1705	461	5500	4166	2810	6245	681	305771
'55	2586	765	1016	11496	1636	24129	5055	991	19671	4945	3397	17195	1104	2290	1196	4602	18250	1563	447	5052	4499	2255	5828	707	306027
'54	2312	466	760	12206	1152	22509	3343	750	15349	3631	2225	13142	1141	1518	922	3045	12974	1269	362	4239	3773	1723	4233	516	235426
'53	2606	602	847	11279	1437	22843	5776	958	17744	4058	2769	16516	1267	2609	1147	4013	15957	1591	443	5098	4707	2294	5307	608	277762
'52	1566	369	458	5488	865	10687	3046	560	8890	2394	1974	8078	702	1460	665	2182	8223	1081	233	2727	3002	1296	3100	369	147885
'51	2873	578	713	9815	1299	16781	4865	963	13847	3378	3036	13261	1074	2545	1385	3576	12580	1668	412	4111	4619	2282	5519	630	235804
'50	2506	497	596	8784	1144	13514	4909	647	10792	3953	2390	11078	960	2915	1239	3178	13088	1356	294	3423	3961	2103	4631	548	208355
'49	1956	436	409	5719	705	7893	3230	736	7297	2210	2247	7763	737	1907	1116	2331	7332	1094	228	2439	3298	1825	3233	385	140928
'48	206	62	69	615	94	756	432	79	808	619	209	785	118	317	139	364	1003	98	35	313	381	306	290	51	18410
'47	362	93	66	915	108	1030	623	133	1108	537	390	1097	131	500	185	533	1168	221	36	394	711	303	429	86	25410
'46	341	62	41	605	102	670	545	132	631	403	311	755	96	414	172	407	972	179	21	348	590	176	405	52	19193
'45-'42	33	9	11	40	18	88	33	9	59	37	25	51	10	38	21	27	151	23	2	17	60	9	38	4	2034
'41	100	32	19	185	59	164	129	48	167	158	144	202	21	130	60	74	392	64	8	67	237	37	159	29	6840
'40	108	30	14	151	29	150	83	37	165	90	93	171	18	116	37	59	223	46	9	87	180	27	107	26	5423
Prior to '40	63	13	13	100	18	121	40	21	106	85	46	101	22	55	30	42	169	24	7	74	128	23	64	8	3471
Year Not Given	29	4	87	50	16	249	6		76	33	4	1039	12	4	7	71	364			24	31	6	1	2	3589
Nash July 1, Total	6563	1692	3946	30313	3243	63377	11157	3097	45412	9536	15293	54377	6472	6379	3798	10818	27749	4749	2052	11841	23873	7576	44545	1800	864718
'57	171	64	187	808	90	1511	107	181	1333	251	394	950	468	255	76	339	1298	94	79	378	276	188	912	62	26381
'56	388	115	505	2040	234	6470	759	284	3508	674	1554	4487	513	308	334	625	1932	330	261	983	1928	544	3985	122	70924
'55	531	162	629	2948	317	8609	1193	267	5048	870	1707	5822	801	473	399	1121	2572	338	307	1487	2578	780	5490	157	94586
'54	517	145	423	2899	266	6937	875	272	4603	660	1013	4814	635	384	322	831	2083	297	227	1314	1610	498	3762	204	75571
'53	735	155	553	4258	368	9366	1329	346	6706	947	1478	7488	952	569	352	1217	2998	522	355	1227	2318	782	5499	184	109196
'52	875	247	400	4183	453	9043	1763	339	6443	1572	1883	7130	739	1064	431	1781	4968	717	236	1626	2896	958	5849	204	120759
'51	1291	266	503	5763	661	10367	2335	508	7669	1744	2756	10292	993	1535	667	2077	5341	895	281	2148	4456	1559	8207	307	156490
'50	837	214	277	2874	370	4483	1124	298	3831	1249	1498	4995	498	746	541	1077	2815	612	96	1036	2668	766	4117	240	83199
'49	482	118	143	1452	195	2278	533	249	2184	598	946	2765	257	362	285	566	1349	378	69	579	1647	594	2528	142	44499
'48	314	57	139	1454	122	2146	587	140	1993	403	727	2654	298	327	159	562	1122	247	65	541	1295	441	1950	71	37326
'47	184	55	73	819	87	1079	322	102	1028	275	523	1170	164	197	100	305	635	146	28	311	850	252	926	46	20839
'46	143	33	31	432	44	540	183	48	500	163	363	693	86	117	72	169	350	108	17	155	634	145	499	28	12069
'45-'42	13	2	4	21	5	55	1	12	54	13	50	55	3	8	6	13	32	12	3	4	95	9	96	2	1221
'41	19	6	7	118	13	114	19	19	148	25	150	204	15	16	18	31	68	18	7	18	251	20	239	13	3281
'40	15	5	7	74	5	97	11	3	117	22	91	132	11	6	8	15	32	7	1	8	128	14	130	4	2001
Prior to '40	45	24	19	156	12	173	16	22	208	43	159	321	32	11	21	40	61	27	20	17	220	26	354	14	4609
Year Not Given	3	24	46	14	1	109		7	39	27	1	405	7	1	7	49	93	1		9	23		2		1767
Olds. July 1, Total	23206	7126	9213	123998	13637	299853	65677	10221	201091	41700	34497	198330	16485	33497	11511	46755	174885	18065	5333	52979	55431	24641	82919	6715	3225576
'58	1463	269	271	7290	942	23970	3331	864	11276	1886	1468	12398	714	1274	807	2929	12732	829	279	2816	1515	1376	3968	357	196830
'57	2325	778	906	13213	1599	36507	6188	1398	23818	4747	3185	21250	1529	2710	1099	4879	23068	1654	534	5672	3782	3093	9073	837	362178
'56	2546	903	1290	18153	1846	46087	7959	1397	30336	5463	4189	28701	2154	3557	1164	6728	25064	2038	675	7082	5221	3137	10471	824	451578
'55	3482	1342	1388	20597	2436	51772	10437	1603	34245	7606	5356	33235	2528	4838	1626	8633	33265	2901	654	8885	7706	3471	13507	1076	545663
'54	2446	730	925	11992	1471	31000	6042	1072	21345	5037	3016	19002	1610	2880	1372	4376	20182	1974	430	5001	4948	1998	8697	705	329292
'53	2255	701	886	10335	1328	26079	7079	857	19857	3841	3423	19459	1445	3411	1063	4313	16280	1954	582	5048	5845	2134	7775	689	301544
'52	1449	440	532	6439	931	14858	4712	484	11687	2555	2099	11226	893	2690	710	2667	10138	1222	381	3338	3512	1408	4741	446	180938
'51	1863	486	708	8771	938	19007	5836	697	12985	2722	2799	13231	1262	3389	959	3336	10138	1424	433	4022	4747	1885	6412	497	220366
'50	2388	593	928	11429	1080	23810	8161	839	15689	3520	3565	16819	1820	4962	1220	4306	12601	1895	615	5004	6562	2685	8154	569	285455
'49	1218	359	530	6912	508	13290	3163	461	9304	1834	2162	10047	1213	2138	703	2154	5318	961	349	2587	4256	1614	4826	298	157367
'48	585	161	246	3376	202	5650	1044	207	4397	845	956	4337	474	598	301	902	2252	389	127	988	2013	737	2018	122	69555
'47	491	113	180	2242	119	3396	766	126	2880	593	830	3104	328	457	174	660	1519	310	94	716	1763	522	1332	105	48374
'46	185	60	59	997	50	1241	328	50	888	276	429	1143	139	170	82	234	624	124	37	292	875	159	512	50	19612
'45-'42	29	10	20	105	9	205	39	8	122	36	82	150	18	20	14	35	157	25	2	36	189	17	79	14	3240
'41	153	67	68	770	53	1013	264	53	801	227	407	1199	147	159	69	196	554	153	32	217	973	164	506	46	18844
'40	92	35	60	560	37	684	150	29	540	196	234	818	84	118	49	129	333	110	43	150	582	111	313	27	12340
Prior to '40	197	75	107	739	66	894	176	76	813	282	296	1043	110	122	88	155	445	101	66	187	911	129	530	51	17991
Year Not Given	39	4	109	78	22	390	2		108	34	1	1168	17	4	11	123	215	1		38	31	1	5	2	4409
Pack'rd July 1, Total	3678	1445	1271	23142	1752	40571	7176	1376	29799	4515	6081	41449	2427	3635	2147	5416	14958	2573	1032	8730	10430	5190	10455	1158	464583
'58	5	8	2	67	4	215	17	4	124	5	10	221	3	4	9	8	80	6	1	14	32	13	20	2	1669
'57	51	6	15	216	15	605	57	22	348	54	41	439	17	12	23	45	161	16	7	79	88	111	116	9	4654
'56	200	85	70	1233	77	2496	373	101	1903	227	265	2837	139	79	67	201	630	96	36	520	356	386	734	57	25853
'55	424	183	143	2412	190	5196	592	168	3646	464	437	4465	266	256	249	546	1511	226	74	927	863	432	1172	141	49904
'54	196	57	92	1729	94	2872	363	84	2088	212	195	2967	129	169	101	340	749	105	70	535	445	307	571	70	28057
'53	454	223	188	4235	261	8021	1275	180	5841	629	770	6996	405	565	286	903	2646	394	171	1388	1343	798	1636	141	78249
'52	324	159	129	2520	242	4293	907	155	3425	545	800	4107	229	419	229	636	2214	356	125	1009	969	622	1070	134	50910
'51	631	217	169	3500	257	5957	1103	240	4353	554	1063	5720	406	662	424	922	2421	438	175	1364	1772	809	1714	184	70494
'50	394	104	104	1956	181	3127	780	143	2489	492	653	3458	238	401	263	477	1282	291	91	847	1004	460	1161	121	41487
'49	473	123	133	1965	189	3324	798	161	2498	522	697	4057	182	412	310	536	1396	245	123	879	1129	565	1122	144	44453
'48	242	111	87	1507	93	2274	497	61	1565	389	535	2844	169	263	109	357	947	164	69	547	998	328	610	61	31320
'47	87	41	29	469	42	635	133	12	449	146	174	791	45	114	27	149	275	73	17	173	329	112	133	26	9777
'46	50	21	14	264	23	275	74	10	189	75	105	433	44	63	14	62	165	41	10	94	255	60	66	18	5395
'45-'42	20	9	4	77	8	96	14	4	67	16	48	137	9	19	3	28	59	13	1	30	121	16	27	8	1978
'41	32	30	27	252	23	288	57	6	206	48	105	460	39	52	4	58	106	27	15	103	229	47	65	5	5325
'40	27	28	19	288	17	306	57	6	179	53	74	446	26	55	7	58	145	28	19	89	205	52	75	15	5094
Prior to '40	61	40	29	440	31	505	75	19	393	81	108	662	78	89	21	68	145	54	28	123	282	71	154	22	8940
Year Not Given	7		17	12	5	86	4		36	3	1	409	3	1	1	22	26			9	10	1	9		1024
Plym. July 1, Total	47504	9044	16458	210115	19234	441579	95017	21987	302301	61459	53317	401778	28513	49038	21682	85663	243448	21480	11274	109897	86698	56518	105133	9423	5118184
'58	1691	253	561	9547	951	23529	3075	1088	12828	1741	1878	17812	1117	1571	857	3062	10905	950	540	4815	1996	1431	3189	404	221240
'57	3491	1039	1796	27302	2068	61922	9069	2008	41820	5900	4781	48465	2691	4525	1623	7679	31614	2398	1121	11861	6801	6480	10466	923	603491
'56	3197	825	1550	22344	1527	51412	8453	1561	30180	4686	4159	43636	2245	3963	1270	6736	19590	1567	1018	10331	6183	5687	8048	698	472077
'55	4300	1010	2059	24256	2264	57006	10544	2041	36226	6241	4960	49318	3838	5274	2029	10503	28454	2261	1339	12808	8045	6230	11482	974	598233
'54	3039	589	1452	17721	1438	41584	7005	1655	21981	3841	3241	28742	2412	3325	1529	6806	17600	1221	1118	8588	5701	4160	7078	633	379002
'53	4940	915	1856	20463	2313	45766	11277	2398	32834	7075	5198	41535	2786	5386	2503	10193	27523	2130	1380	11292	8859	5535	11690	1015	549388

(Continued on Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 64)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Plymouth '52	5052	1890	2855	27541	3418	4943	693	1772	7625	5509	1291	18749	8703	5527	4655	4705	4882	1839	6238	9912	13980	6840	2846	7980	1216
'51	7773	2777	4126	39971	5305	7771	1012	2103	12036	8301	1801	28862	13681	9133	7164	7710	6728	2591	7859	15049	20589	10931	4292	12808	1831
'50	8159	2485	4133	41789	5620	7627	858	1864	11952	8341	1895	26224	13106	9284	7494	7640	7000	2412	7464	14813	17127	11277	4177	13911	1754
'49	6931	2438	3380	37372	5098	6750	856	1405	9892	6310	1783	21755	11589	9298	6821	7070	5475	2047	6563	12830	13382	9929	3331	11026	1667
'48	3816	1389	1595	22382	2569	3464	459	711	4788	4465	943	10735	5685	4386	3676	3712	3039	1207	3558	6869	6564	4814	2169	5809	819
'47	2270	1137	1033	17872	2002	2706	308	466	3560	2571	788	6941	4084	3612	2816	2706	1906	833	2401	4825	4205	3617	1293	3937	678
'46	1081	613	626	9772	1136	1515	146	225	1980	1232	409	3349	2223	1810	1448	1469	950	368	1374	2387	1757	1970	539	2233	318
'45-'42	155	157	89	2664	185	239	19	41	318	232	103	500	375	351	235	224	174	66	158	272	267	353	94	295	80
'41	710	581	328	11336	955	1701	92	175	1608	1011	379	2430	1852	1314	1047	1005	594	384	941	1911	1533	1406	356	1652	314
'40	370	380	148	7612	567	966	41	91	1035	491	248	1489	1178	831	676	548	306	284	607	1106	941	1047	181	1036	209
Prior to '40	524	683	272	13168	1407	1528	52	98	1336	791	545	2516	1897	1839	1438	950	442	500	786	1417	1764	2205	329	1927	501
Year Not Given	80	20	49	55	23	41	117	25	397	295	9	741	105	162	117	82	133	12	338	75	541	27	67	8	7
Pontiac July 1, Total	**49838**	**20979**	**23112**	**326702**	**36267**	**60110**	**9138**	**13731**	**91467**	**62260**	**13395**	**202633**	**98188**	**52983**	**48169**	**48633**	**53702**	**17354**	**52555**	**101415**	**168438**	**65880**	**26961**	**72115**	**11617**
'58	1884	803	871	11309	1337	2295	454	741	3545	3101	773	10169	3773	2162	2300	1663	2681	487	2180	3154	9400	3881	1107	1913	560
'57	4250	1926	2248	26681	2900	5391	1312	1610	8441	6326	1281	22497	9859	4700	4366	3999	6577	1487	5807	7786	17918	5834	2743	7207	1058
'56	5575	2472	2675	38193	3463	6646	1200	1881	11122	7122	1537	26367	11795	4873	4508	4577	8107	1785	6404	10953	19732	6103	3159	7038	1355
'55	7817	3098	3900	49090	5284	8037	1305	2634	15697	10273	1985	32037	16481	7410	8411	5976	8971	2254	7433	13915	31225	8190	4289	12987	1907
'54	3554	1304	1775	17807	2553	4852	684	1250	7741	5009	779	17412	7528	3961	3628	3740	4412	1438	5169	9233	14491	4243	2000	5744	718
'53	5793	2201	2721	32727	3937	6392	909	1375	10288	7199	1154	23348	11645	6074	4820	5755	5589	1819	5506	11801	21461	7611	2856	7854	1156
'52	4095	1543	1816	22574	2778	4039	534	783	6138	4635	908	13257	6720	3539	3319	3818	3701	1110	3556	7078	11428	4746	2044	4792	802
'51	5169	1945	2045	29894	3676	5256	709	1029	7994	5961	1219	16729	8931	5130	4277	5193	4105	1486	4438	9431	13274	6547	2383	6418	1113
'50	5425	2135	2196	36106	4213	5981	895	1183	8996	5639	1386	18562	9293	6085	4919	5810	4510	1735	5116	10770	12993	7857	2672	7569	1227
'49	2681	1209	1144	22292	2142	3889	407	563	4416	2774	876	9469	4758	3454	2679	3274	2236	1092	2685	6732	6120	3907	1473	4299	665
'48	1585	808	662	13776	1435	2562	289	294	2844	1804	539	5687	3012	2123	1779	1997	1200	942	1702	4297	4527	2695	941	2538	432
'47	894	554	441	8573	982	1884	172	156	1579	919	353	3210	1927	1347	1261	1329	695	698	1027	2818	2639	1672	572	1610	256
'46	399	310	211	4006	420	855	76	69	744	427	177	1161	782	535	472	561	282	280	443	1236	945	731	237	699	80
'45-'42	57	77	43	955	108	126	8	10	183	79	44	211	149	105	100	71	77	33	44	143	179	127	41	106	33
'41	250	252	134	5137	416	691	52	67	548	291	166	700	481	406	461	310	206	229	337	816	583	529	173	507	90
'40	142	133	89	3046	217	491	19	35	401	205	72	518	308	322	261	202	98	166	261	525	445	388	99	311	48
Prior to '40	231	196	119	4502	394	687	37	43	474	270	137	842	661	652	532	288	146	307	307	673	711	786	125	522	104
Year Not Given	37	13	22	34	12	36	76	8	316	226	9	457	85	105	76	70	109	6	140	54	367	33	47	1	4
Ramb. July 1, Total	**977**	**1070**	**558**	**15480**	**2482**	**3771**	**285**	**481**	**5164**	**1500**	**1251**	**13549**	**3939**	**2252**	**2264**	**1009**	**1018**	**1102**	**1909**	**6763**	**10236**	**5213**	**404**	**1977**	**1193**
'58	806	644	382	8922	1368	2171	248	299	3021	1090	787	7998	2655	1369	1436	723	565	463	1075	4479	5849	3084	336	1086	630
'57	163	424	175	6539	1114	1596	36	182	2129	398	463	5510	1277	836	825	281	449	623	833	2278	4367	2127	64	891	563
Year Not Given	8	2	1	19		4	1		14	12	1	41	7	47	3	5	4	16	1	6	20	2	4		
Stude. July 1, Total	**16964**	**10454**	**8471**	**166111**	**14471**	**20226**	**3213**	**3181**	**34977**	**19954**	**8182**	**69553**	**58030**	**22678**	**18838**	**15534**	**18190**	**6369**	**18097**	**29348**	**41865**	**31394**	**9723**	**26470**	**7053**
'58	219	99	188	1948	335	490	61	81	652	446	218	2106	1921	489	377	200	325	129	630	483	1218	964	211	442	185
'57	520	441	404	5826	655	1029	158	149	1389	737	323	4583	3742	974	833	517	816	422	960	1057	2684	1701	532	1435	377
'56	739	560	534	6777	740	1174	206	124	1892	1041	468	4646	3601	981	967	575	1031	483	1126	1344	2750	1628	549	1436	417
'55	1266	916	699	12746	1218	2057	235	370	3476	1814	684	6580	6332	1881	1551	1161	1905	638	1690	2428	4229	2732	790	2456	734
'54	592	450	374	7738	614	1186	183	238	2567	1124	353	3789	3372	1165	972	906	1253	442	1441	1797	2504	1536	419	1302	370
'53	1902	1038	869	16902	1295	2291	361	388	4119	2157	621	8455	7382	2190	1841	1975	2074	752	2060	4110	6242	2746	922	2964	592
'52	2290	1182	1171	15474	1580	2196	425	340	3962	2556	906	7811	5827	2499	2031	2089	2255	722	1839	3610	5378	3624	1465	2949	745
'51	3091	1561	1368	22815	2293	3095	480	436	5114	3417	1235	9981	8432	3573	3023	2736	2720	840	2403	4602	6526	4718	1684	3946	952
'50	3697	2007	1720	31501	2735	3287	636	546	6350	3676	1527	11647	10005	4183	3579	3015	3527	1022	3012	5743	6016	6216	1880	4938	1305
'49	1037	659	406	12467	879	1107	212	155	1825	1083	632	3479	2292	1407	1137	868	895	300	1236	1570	1597	1827	523	1506	435
'48	903	768	424	14226	957	1251	149	217	1923	1031	522	3529	2807	1557	1306	823	773	338	888	1555	1470	1765	421	1608	431
'47	450	451	187	8923	684	561	64	80	1006	482	383	1578	1367	985	772	412	368	131	442	567	601	1023	199	938	251
'46	55	47	19	1570	42	48	5	5	94	65	56	151	130	89	67	45	36	20	89	56	69	72	27	68	21
'45-'42	41	31	9	817	45	53	3	2	59	37	31	157	119	81	36	22	30	6	16	44	60	99	10	56	23
'41	77	102	36	2514	177	169	11	19	193	92	99	399	254	228	138	59	82	41	79	154	147	278	26	181	82
'40	31	59	21	1608	85	74	3	14	121	46	52	195	170	133	72	40	38	30	55	73	78	175	24	113	50
Prior to '40	39	79	27	2245	133	143	4	13	122	58	65	286	235	233	109	67	32	52	70	144	174	273	20	132	79
Year Not Given	15	4	15	14	4	15	17	4	113	92	7	181	42	30	27	24	30	1	61	11	122	17	21		4
Willys July 1, Total	**5844**	**2723**	**3396**	**39794**	**12669**	**7025**	**512**	**600**	**17582**	**3322**	**4755**	**16253**	**6744**	**4907**	**4011**	**7246**	**5648**	**4277**	**4193**	**9251**	**13477**	**5440**	**3187**	**6876**	**4746**
'58	61	48	22	117	341	174	4	12	391	41	70	208	48	34	104	96	80	125	54	150	187	59	17	82	102
'57	77	81	63	847	438	268	9	23	722	42	193	321	108	48	55	186	137	245	77	464	383	102	77	107	203
'56	110	90	75	1381	541	219	10	14	650	35	210	338	100	49	44	215	169	234	100	360	494	159	68	90	289
'55	113	137	95	2006	798	279	19	21	800	90	277	653	270	118	119	216	177	259	129	440	595	185	89	157	283
'54	148	184	91	1852	620	291	35	28	805	116	263	742	267	144	158	184	188	228	308	575	562	250	78	252	224
'53	725	406	295	5037	1039	1228	101	103	2305	603	531	2381	1151	501	419	692	526	640	679	1623	1922	773	282	672	495
'52	704	291	311	4124	769	706	73	100	1803	579	448	1394	775	398	409	572	497	332	688	930	1226	411	303	587	416
'51	535	238	343	2922	1067	760	52	83	1842	400	499	1307	591	258	346	572	583	420	501	990	901	405	350	524	441
'50	595	300	343	2841	951	794	66	78	1984	368	341	1434	679	318	337	666	559	288	494	938	1101	385	292	728	331
'49	567	207	413	2258	962	544	55	52	1502	397	343	1454	637	432	395	741	630	229	295	693	884	384	350	760	304
'48	880	258	647	3681	2051	640	28	42	1712	284	675	2491	797	971	607	1433	940	408	300	756	1627	906	493	1126	647
'47	545	173	366	3559	1541	439	35	26	1384	177	472	1712	626	892	504	946	651	373	292	552	1543	674	367	961	571
'46	385	64	215	4054	1025	461	15	10	937	60	217	1329	433	542	320	460	316	306	204	560	1630	526	216	583	271
'45-'42	241	170	74	3272	411	166	7	3	447	58	169	296	116	107	124	197	129	158	29	164	226	113	126	164	130
'41	69	33	16	763	39	15		1	78	21	19	49	35	18	19	28	15	7	8	20	58	27	33	36	16
'40	43	15	14	379	26	12		2	69	18	12	31	29	25	14	13	15	9	2	11	26	23	13	9	9
Prior to '40	25	25	10	692	37	24	1		59	16	11	64	64	29	33	17	22	12	11	15	50	56	11	37	14
Year Not Given	21	3	3	9	13	5	2	2	92	17	5	49	18	23	4	12	14	4	22	10	62	2	22	1	
Misc. July 1, Total	**6912**	**6825**	**2475**	**180007**	**7803**	**22995**	**1716**	**4587**	**41496**	**11569**	**2848**	**26026**	**10438**	**4462**	**5452**	**4288**	**6819**	**4484**	**10453**	**25903**	**30599**	**6813**	**2316**	**8062**	**2546**
'58	2185	2210	620	41339	2189	6214	581	1487	13489	3588	1093	6198	2844	1055	1728	928	2367	987	3154	8473	8361	2294	682	1505	763
'57	1935	1694	559	46211	1904	5479	349	1078	10735	2603	633	8051	2313	1113	1343	756	1333	1118	2493	5828	7716	1586	487	1760	927
'56	553	905	193	28740	829	2652	198	567	4067	1054	278	3069	1085	484	531	383	574	534	1149	2955	3450	759	163	835	315
'55	317	454	150	15917	539	1721	98	352	2108	669	115	1576	650	221	300	247	327	305	673	1824	1660	309	113	493	115
'54	256	239	76	9113	344	1100	62	250	1413	458	45	1009	346	122	212	195	267	183	520	1179	1083	211	81	321	54
'53	253	265	115	11164	335	1104	74	220	1931	536	84	1106	498	127	191	249	305	239	456	1264	1272	265	87	509	49
'52	283	273	113	9104	342	1011	85	196	1849	467	83	945	436	144	226	207	268	194	426	1154	944	189	102	638	44
'51	300	253	119	6710	307	1131	73	173	2073	606	100	890	489	118	207	246	254	230	386	1152	1166	171	121	598	54
'50	200	120	93	3831	210	633	44	80	1487	506	77	667	333	108	141	166	226	149	182	540	731	134	113	223	54
'49	129	78	81	1894	126	327	20	38	588	299	49	447	262	132	171	148	172	103	123	306	604	116	92	181	29
'48	169	111	92	2627	157	572	39	38	644	248	82	672	421	185	204	171	147	138	127	391	666	268	78	340	37
'47	61	40	24	637	75	87	6	4	298	99	24	135	135	69	51	92	39	49	35	100	245	62	24	77	25
'46	34	5	6	166	55	31		4	107	47	13	38	35	16	11	18	20	22	15	39	106	34	10	30	
'45-'42	23	10	31	148	26	11	2		60	32	7	24	17	9	3	8	8	25	9	31	38	32	5	19	4
'41	12	13	6	173	13	32	3	2	52	36	6	30	28	22	12	13	3	12	4	31	50	40	5	4	3
'40	7	2	6	155	11	28	2	2	63	22	10	24	24	13	9	15	5	15	3	25	65	21	2	9	3
Prior to '40	41	88	25	1843	210	282	10	24	246	102	31	365	169	148	101	76	34	64	105	323	737	259	34	144	47
Year Not Given	154	65	166	235	131	580	70	72	286	197	118	780	353	376	11	370	470	117	593	288	1705	63	117	16	23

by Makes, States and Model Years

(Continued from Page 65)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Plymouth '52	3150	559	1057	11311	1417	24604	6640	1507	17829	4843	3389	23081	1577	3271	1457	5460	15816	1399	786	6862	5361	3423	7098	649	313207
'51	5123	780	1475	18648	1831	37591	9624	2220	27810	6336	4858	36252	2611	5059	2279	8520	22168	1974	1068	10505	7885	5416	11425	907	474569
'50	4977	731	1375	17953	1795	35252	9405	2122	25101	6477	5416	34363	2738	5133	2243	8874	23055	2048	904	10191	8719	5153	10878	977	464286
'49	5054	673	1221	16458	1455	29509	8266	2022	22507	5496	5021	31669	2574	4296	2146	7262	19118	2069	752	9289	8169	5208	9804	881	405917
'48	2666	407	697	8256	707	12790	3810	1184	11523	3096	2655	14659	1309	2293	1286	3892	9978	1058	421	4788	4708	2675	4629	445	209555
'47	2268	335	416	6263	536	8695	3095	829	8386	2061	2188	11080	939	1772	1056	2705	7001	829	268	3348	3975	2088	3344	308	152352
'46	1174	203	192	3194	294	4021	1629	422	3636	1230	1276	5956	461	930	495	1433	3759	441	123	1790	2078	1016	1779	168	78630
'45-'42	201	53	33	405	43	620	226	89	573	163	374	743	77	179	92	202	679	102	55	292	703	125	267	37	13979
'41	727	232	186	2400	213	2674	1308	317	3073	698	1461	4423	468	830	280	917	2292	371	133	1408	2822	754	1342	135	65079
'40	388	147	136	1433	112	1740	664	178	2148	484	903	2565	261	477	162	481	1195	229	88	652	1610	444	859	82	39826
Prior to '40	1034	290	226	2032	236	2291	920	342	3649	1001	1550	4837	389	746	364	700	2245	433	159	973	3035	691	1753	184	68995
Year Not Given	84	3	170	129	34	573	7	4	197	90	9	2644	20	8	11	238	456		1	99	48	2	2	3	8358
Pontiac July 1, Total	**27182**	**7100**	**11726**	**143048**	**14642**	**293284**	**68320**	**9477**	**221392**	**45288**	**36607**	**210802**	**15930**	**33513**	**11692**	**54020**	**171503**	**18085**	**6581**	**63284**	**54455**	**31450**	**70617**	**6506**	**3360146**
'58	1137	223	263	5146	809	13670	2495	526	8582	1480	1401	8713	392	1120	615	2020	8545	647	291	2962	1414	1064	2852	296	139206
'57	1932	739	1128	11076	1565	28486	5586	902	22387	3900	3087	20314	1034	2620	902	4679	17620	1407	638	7105	3889	3567	6953	655	316375
'56	2369	929	1263	13802	1824	33806	6861	787	27329	4501	4231	24061	1435	3286	947	4889	20921	1747	705	7771	5198	3442	7437	730	378913
'55	3345	1076	1739	18264	2633	44585	10492	1180	34709	7607	5427	32191	2209	5064	1427	8720	31575	2524	878	9358	7357	4092	10480	1023	518561
'54	2005	410	1160	12799	1105	28678	5201	577	19193	4128	1659	17368	1323	2414	823	4089	15220	1166	571	5090	3125	2173	5864	482	267648
'53	3035	691	1325	16563	1559	35530	8325	1060	26589	4770	3249	23357	1856	3804	1144	6404	18762	1830	760	6990	5273	3367	9135	679	378048
'52	1948	496	797	10088	1069	19350	5537	759	15528	3354	2490	13988	1109	2694	814	4394	12334	1403	413	4301	3925	2233	5353	503	234633
'51	2930	556	1002	13875	1269	25481	6838	1014	20136	3984	3376	19075	1577	3343	1212	5491	14559	1899	588	5473	5475	3089	7568	590	304752
'50	3350	746	1122	15542	1291	27843	7358	1053	20173	4769	4020	21227	1855	3510	1474	5916	15382	2161	637	6138	6238	3380	8771	644	337873
'49	1822	424	653	10723	633	16649	3631	613	10669	2429	2353	11420	1188	1899	830	2933	6862	1279	367	3137	3660	1979	4933	350	186672
'48	1256	280	442	6127	313	8847	2274	438	6922	1552	1633	7198	702	1438	609	1953	3847	805	270	1980	2729	1251	2804	210	116350
'47	913	200	297	4007	238	4869	1720	255	4239	1088	1338	4637	532	1034	399	1145	2507	479	196	1325	2146	869	1789	123	73913
'46	337	98	132	1658	96	1844	795	99	1599	469	633	1776	240	467	154	527	1064	200	75	558	1092	387	768	69	31275
'45-'42	76	23	18	197	20	275	100	20	195	84	123	253	29	75	46	90	267	52	10	70	260	42	130	10	5574
'41	250	86	82	1160	82	1147	478	72	1038	413	720	1447	157	355	103	272	771	219	59	408	1075	175	585	55	25050
'40	146	45	61	794	51	776	314	40	746	244	396	919	113	166	60	154	381	126	49	254	637	153	398	33	15858
Prior to '40	293	75	115	1137	68	1110	310	81	1239	449	467	1455	160	219	124	229	597	141	73	310	925	186	795	53	24357
Year Not Given	38	3	127	90	17	338	5	1	119	67	4	1403	19	5	9	115	289		1	54	37	1	2	1	5088
Ramb. July 1, Total	**1085**	**137**	**952**	**5820**	**690**	**15133**	**1955**	**898**	**7511**	**1435**	**3100**	**10370**	**965**	**745**	**881**	**1534**	**3609**	**766**	**725**	**2392**	**3525**	**1017**	**8846**	**376**	**100374**
'58	689	59	410	3583	430	8360	1061	534	4330	701	1807	5662	704	579	473	1079	2292	469	400	1407	1580	444	4624	227	93390
'57	396	56	523	2231	258	6724	892	350	3146	716	1351	4663	260	166	404	448	1304	297	325	983	1942	569	4222	149	66518
Year Not Given		22	19	6	2	49	2	14	35	18	2	45	1		4	7	13			2	3	4			466
Stude. July 1, Total	**12455**	**3964**	**4140**	**45344**	**6306**	**80436**	**22426**	**4895**	**61395**	**15687**	**19183**	**72379**	**6124**	**12151**	**5903**	**18258**	**62269**	**7497**	**2333**	**21828**	**30600**	**11038**	**31283**	**2369**	**1239669**
'58	191	59	95	921	141	2887	396	142	1416	227	306	1866	68	134	135	325	1314	84	96	491	337	245	606	50	26949
'57	481	205	321	2436	299	5510	955	326	3493	734	935	4449	178	395	311	693	2376	273	208	1092	987	895	1580	115	61511
'56	442	324	339	2346	315	5201	1127	262	3386	784	1129	4732	334	489	265	846	3057	248	183	1094	1204	708	1557	134	66295
'55	883	513	422	3720	646	7595	1820	373	5814	1237	1634	6659	595	865	410	1496	5526	403	291	2217	2023	1048	2307	195	109280
'54	542	302	349	2489	302	5189	919	204	3361	922	857	3185	385	394	310	802	3086	240	175	1300	1374	540	1350	93	65357
'53	1140	344	481	5483	707	10918	2399	446	8309	1552	1482	8060	813	1201	545	2073	6550	596	238	2410	2537	1020	3581	215	139348
'52	1434	364	433	5158	802	9946	3042	596	8039	1890	1785	8660	699	1701	634	2410	7988	812	257	2766	2921	1236	3804	260	142563
'51	2028	435	597	7003	998	11524	3916	705	9587	2264	2777	10447	893	2285	931	3149	9964	1201	281	3344	4614	1773	5318	352	187427
'50	2456	621	588	8328	1212	12213	4366	851	10023	2983	3190	11736	1116	2608	1139	3716	13096	1713	290	3764	5735	1828	6062	417	223821
'49	787	243	185	2651	322	3757	1243	336	2875	1126	1347	4169	345	718	386	995	3159	643	133	1179	2482	664	1919	207	71405
'48	933	255	158	2674	306	3424	1263	332	2916	911	1774	4395	401	743	431	946	3149	654	100	1243	2866	611	1664	157	73948
'47	641	150	49	1297	186	1258	660	201	1143	634	1108	1927	157	383	262	490	1744	333	36	569	1810	258	835	103	39139
'46	70	23	8	108	26	124	62	20	116	103	132	168	12	50	18	44	242	35	3	60	206	22	49	10	4657
'45-'42	45	16	9	63	11	106	33	12	85	30	105	104	13	25	16	35	149	28	4	32	240	10	65	10	3133
'41	154	42	17	234	42	259	90	38	294	92	285	527	38	64	37	86	348	92	12	113	568	63	230	23	9385
'40	71	23	12	142	20	141	57	27	154	68	143	307	25	54	36	47	163	60	8	65	272	45	123	18	5441
Prior to '40	134	43	16	265	21	237	74	24	321	111	194	547	41	42	35	51	254	82	18	76	411	72	232	10	8145
Year Not Given	23	2	61	26	10	147	4		63	19		441	11		2	54	104			13	13		1		1865
Willys July 1, Total	**2838**	**1138**	**2223**	**12344**	**3425**	**25151**	**4640**	**1615**	**19702**	**2384**	**10086**	**23899**	**1463**	**2120**	**1044**	**5818**	**14408**	**3309**	**3240**	**6941**	**8956**	**4170**	**5603**	**3348**	**364343**
'58	53	20	24	147	113	615	27	5	281	10	263	407	9	3	18	59	273	43	124	159	85	101	96	79	5641
'57	42	39	101	186	127	911	37	23	497	19	449	911	31	11	22	98	336	87	202	215	181	163	131	164	10259
'56	32	60	188	192	155	766	30	46	536	15	584	1099	32	11	22	122	376	127	250	227	265	163	161	170	11673
'55	82	98	158	336	236	1183	165	41	1018	74	640	1227	54	42	71	194	449	211	203	314	371	228	259	288	16267
'54	102	64	153	546	152	1529	201	40	874	75	635	1008	61	83	98	161	484	212	164	353	392	193	386	200	16759
'53	296	171	370	2293	324	5243	1108	117	3359	234	1224	3127	209	446	164	691	1249	350	465	813	1004	727	928	331	50372
'52	311	122	193	1600	261	2970	1030	102	2237	287	1068	2315	151	429	142	550	1402	344	244	725	859	595	649	244	37676
'51	234	110	239	1430	301	2630	412	131	1844	211	1197	2173	167	187	130	518	1455	271	348	612	851	460	494	338	33673
'50	200	94	186	1441	326	2475	483	117	1632	295	869	2730	172	247	106	622	1625	234	252	526	766	578	470	271	33928
'49	283	73	126	1251	248	1833	474	127	1557	338	543	1534	162	277	90	666	1495	224	154	628	675	475	421	214	29356
'48	490	75	149	997	396	1839	330	367	2183	324	1042	2388	146	197	92	950	2186	427	273	880	981	241	634	439	42426
'47	382	76	109	785	340	1241	220	258	1653	288	656	1778	113	119	53	636	1570	325	246	704	868	191	499	359	32850
'46	233	49	132	714	248	1174	70	167	1466	87	418	2080	86	22	8	314	904	170	249	499	511	26	329	170	25265
'45-'42	53	61	58	290	164	574	4	35	323	48	311	257	52	10	3	155	400	254	58	238	927	6	77	61	11516
'41	11	8	5	52	9	45	18	18	63	22	74	429	6	7	7	19	53	22	1	22	84	4	10	12	2424
'40	5	6	5	23	5	37	10	6	47	16	72	48	2	11	7	23	51	2	2	12	56	13	24	2	1304
Prior to '40	20	9	6	45	7	35	18	15	93	35	40	79	6	18	8	11	65	6	3	7	77	6	35	5	1984
Year Not Given	9	3	21	16	13	51	3		39	6	1	309	4		3	29	35		2	7	3			1	970
Misc. July 1, Total	**2224**	**2219**	**5269**	**27711**	**3864**	**102067**	**7424**	**847**	**27607**	**5497**	**14000**	**33035**	**4701**	**4416**	**967**	**6109**	**24286**	**3527**	**2353**	**13336**	**20938**	**3583**	**8157**	**946**	**762977**
'58	725	494	931	7619	961	23756	1836	287	7074	1191	4460	3100	1216	1188	274	1494	6731	1159	870	3919	4371	884	2053	360	193287
'57	450	573	1301	6595	1049	23032	1483	245	6483	1612	3909	927	1087	864	248	1136	5698	1015	748	3082	5870	1131	2334	221	181097
'56	151	333	558	3304	416	12732	695	60	3202	533	2053	454	543	444	106	484	2064	532	248	1582	3081	374	1142	88	91501
'55	112	180	270	1822	243	6624	365	28	1683	327	791	281	324	262	47	340	1426	247	104	914	1355	171	597	42	49808
'54	61	101	171	1222	142	4753	255	14	1199	183	345	151	234	189	43	219	944	71	65	661	793	102	312	18	31387
'53	83	123	164	1448	154	5611	296	25	1595	200	452	151	268	191	26	295	1101	125	78	659	1025	117	337	19	37241
'52	66	95	149	1327	160	3869	367	23	1318	271	519	220	239	290	25	362	1090	138	74	645	895	141	283	32	32321
'51	100	84	126	1360	141	4227	432	17	1264	217	540	334	210	351	18	425	952	78	57	682	1073	165	231	29	31400
'50	66	34	91	849	133	3165	321	33	951	154	356	275	158	212	31	294	908	40	31	362	965	142	172	22	20813
'49	53	30	60	495	83	1678	169	19	574	156	130	293	80	105	32	182	710	52	13	211	364	98	172	16	12290
'48	84	31	69	872	75	1427	243	35	791	195	233	308	121	193	56	203	995	26	32	301	468	81	181	29	15673
'47	39	15	20	105	21	379	69	15	236	70	40	178	21	53	19	73	283	3	6	80	93	34	54	7	4406
'46	14	13	5	30	12	154	29	6	52	20	10	39	15	13	8	46	102	4	2	37	29	8	26	7	1543
'45-'42	4	10	2	32	6	74	14	4	34	6	10	19	6	4	1	46	105	2	3	41	34	2	24	6	1071
'41	5	14	4	9	9	87	15	2	59	22	11	79	13	6	5	17	66	2	2	20	89	6	41		1188
'40	7	7	4	19	3	85	7	4	53	20	13	34	8	11	2	19	45	2	1	14	23	6	14	2	944
Prior to '40	55	54	30	298	31	449	64	28	472	123	86	445	92	40	14	45	254	28	18	99	260	100	174	42	8809
Year Not Given	149	28	1314	305	225	9965	764	2	567	197	42	25747	66		12	429	812	8	1	27	150	21	10	6	48198

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New Car Registrations by Makes, 1922 Through 1958

Make	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951
Ajax				4157																						
Anderson			480	136																						
Apperson	610	740	682	474																						
Auburn	1937	2443	2474	4044	7138	9835	11157	17853	13149	*30951	*11646	5038	5536	5163	1848	*1292										
Am. Austr.									4354	2941	2520	3675	1057													
Eng. Austr.																							8610	3642	5452	380
Bay State		617	213																							
Buick	98141	150662	153082	170728	232594	232428	196287	†172307	†122645	90871	49708	43809	63067	87635	160687	205304	166380	218995	295513	308615	126322	246115	244762	372425	535807	392285
Cadillac	16718	17809	16740	19445	25027	18461	18189	14935	12078	11135	6269	3903	4899	6692	11766	11234	10639	13090	21965	60242	23666	53379	59379	80880	101825	97093
Case	895	859	653																							
Chalmers	4898	6758	2003																							
Chandler	6870	11212	10207	10416	20268	18445	15530																			
Chevrolet	146159	291761	289962	341281	486392	647810	769927	780053	618901	583387	322860	474993	534906	656698	930250	768040	464337	598834	853529	880346	329601	640709	709609	1031466	1420399	1067042
Chrysler			19960	68793	129575	154234	171514	97706	60908	52644	26016	28677	28052	40536	58698	91624	46184	63956	100117	143025	65532	93871	105315	130516	151300	149435
Cleveland	6449	8811	8028	12435																						
Cole	1461	1459	762	207																						
Columbia	2807	3903	1603	89																						
Continental								342				3310	953													
Cord										*		*			1174											
Crosley																					2868	15934	25400	10175	6896	5384
Davis		949	812	692																						
DeSoto							14538	59614	35267	28429	25311	21260	11447	26952	45088	74421	35259	51951	71943	91004	54420	72966	82454	103311	115023	112643
Diana					2297	805																				
Dodge	96447	114076	157982	167686	219456	123918	149004	115775	64155	53086	28111	86062	90139	178770	248518	255264	104881	176585	197252	215563	135488	209552	213923	273530	300104	298683
Dort	6582	5592	2493																							
Durant	21615	30103	9983	4204			23414																			
Earl	2119	1474	406																							
Elcar					1336																					
Elgin	1161																									
Erskine						8400	22689	‡																		
Essex	23276	31450	54395	119493	131663	166794	177469	191228	63338	42543	§															
Fal. Knight						5719	5322																			
Flint			14778	14395	8439	1742																				
Ford	749785	1184976	1414293	1250161	1129548	393424	482010	1310119	1055105	528539	258927	311613	530528	826519	748554	765933	363688	481496	542755	602013	326822	532646	486888	806766	1166118	862309
Franklin	6137	7520	5882	7157	7229	7526	7434	10704	7511	3881	1829	1329	360													
Frazer																					1873	51158	57994	15827	26223xx	51372xx
Gardner	5663	6391	4311	2831		3290	3177																			
Graham									30137	19207	12858	10128	12887	15965	16439	13987	4139	3660	1856							
Grah.-Paige							58523	60487																		
Grant	507																									
Gray		9068	8164	2340																						
Haynes	4337	3831	2129	330																						
H.C.S.		306	231																							
Hudson	19026	32800	46077	85839	68931	58674	48365	62712	30466	19188	8641	2946	19307	21587	20825	¶90027	¶40889	62855	79979	73261	72484	83344	109497	137907	134219	96847
Hupmobile	24239	27061	26562	29101	37781	33809	55550	44335	24307	17425	10794	6726	6566	7450	1556	396	1020	907	211							
Jewett	9498	25900	27662	28621	14560		4255																			
Jordan	4167	6691	6159	6531	8469	6357																				
Kaiser																					3501	55571	108367	57995	85832	52286
King	378																									
Kissel	561	1127	898	1406																						
LaFayette	349	384	441					1361					9301	17445	16304											
LaSalle						11258	18830	20290	11262	6883	3848	3709	5182	11775	13992	28906	15732	22197	16599							
Lexington	2114	1330	498	339																						
Liberty	1654																									
Lincoln	2911	4348	5672	6808	7711	6460	6039	6145	4256	3465	3179	2112	2061	2370	15567	25242	14991	19940	21004	18769	10798	24081	32638	37691	34318	25816
Locomobile			230	828	2586	2037																				
Marmon	2893	2830	2613	4618	3512	10095	14770																			
Maxwell	33419	42788	44006	36236																						
Marquette								†	†																	
Mercer	308																									
Mercury																	6835	65884	80418	81874	61187	111198	137512	186629	318217	233339
Mitchell	2290	623	78																							
Moon	2862	5820	7547	7525	4702	3375																				
Moon-Diana							2748																			
Nash	30454	41838	47571	73384	116780	109979	115172	105113	51086	39366	20233	11353	14315	17739	26766	70568	31814	54050	52853	77824	85169	102808	104156	135328	175722	140035
National	351																									
Oakland	13347	23513	31836	34926	49668	42756	37100	**	**	**																
Oldsmobile	15095	20291	39031	34334	48128	48573	73713	89425	50603	46980	24128	35295	71676	149375	179488	188302	92398	146412	201256	230367	93094	180078	175531	269351	372519	273472
Overland	52072	88336	106950	117525	96057																					
Packard	9050	13382	14220	23948	29589	31355	42961	44634	28318	16252	11058	9081	6552	37653	68772	95463	49163	62005	73794	69653	36435	47875	77843	97771	73155	66999
Paige	7462	4047	5913	3703	15873	18256																				
Peerless	2958	4775	3936	4755	10437	9872	7748																			
Pierce-Arrow	1240	1669	2078	5231	5682	5836	5736	8422	6795	4522	2692	2152	1740	875	787	166										
Plymouth							29490	84998	64305	94276	111926	249667	302557	382985	499580	462268	286241	348807	440093	452187	211800	313118	347174	527915	547367	542649
Pontiac					50269	114293	183994	**186626	**90039	**86139	47926	85348	72646	140122	171649	212400	98399	159836	235815	286123	113109	206411	228939	321033	440528	337821
R. & V. Knight			273																							
Reo	9460	13099	11249	13700	10255	19294	21379	17329	11449	6761	3870	2623	3854	3894	3146											
Rickenbacker	2262	5958	6583	8049	4050																					
Rockne											††															
Rollin			3662	2088																						
Saxon	521																									
Star		75185	62837	70339	79314	55039	47954																			
Strns.Knight	1191	1543	1945	1573		927	1184																			
Stephens	2064	3156	1213																							
Studebaker	70419	94023	94700	107732	93482	86439	84545	‡82839	56525	44532	††41968	36242	41560	39573	67835	70054	41504	84660	102281	114331	58051	102123	143120	199460	268229	205514
Stutz	769	1602	1167	1190	3692	2906	2430																			
Terraplane											§28778	35831	40510	53838	79471	¶	¶									
Velie	3729	4151	4384	4715	3804	4046																				
Viking																										
Westcott	1024	862	377	245																						
Whippet						99533	191220	x	x	x	x															
W. Ste. Claire	2736	1554	2020	1796	1929																					
Willys-Knight	12578	31449	29872	40137	43498	39873	40140	x112983	x	x	x															
Willys-Over.									x65766	x51341	x25898	15667	6576	10439	12423	51418	13012	14734	21418	22102	2329	23400	21408	28576	33926	26049
Winton	461	340	129																							
Wolverine						2750																				
Yellow		1670	1499	1163																						
Electrics	405	368	76	22																						
Misc., Gas	17622	10593	6230	7854	16974	6815	7562	150511	43343	21272	5405	1245	324	1858	5294	1443	1516	2523	5254	3867	647	894	10433	10148	13259	20199
TOTALS	1568505	2487876	x2830122	2967755	3228695	2623530	3139579	3040937	2626068	1908016	1096399	1493794	1888557	2743908	3404497	3483752	1891021	2653377	3415905	3731166	1815196	3167231	3490952	4838342	6326438	5060903

*Auburn and Cord combined.
†Buick and Marquette combined.
‡Erskine and Studebaker combined.

xSales in Conn., Miss., Nev., Tenn., and Va. estimated.
xWhippet, Willys-Knight and Willys-Overland combined.
xxHenry J included.

§Essex and Terraplane combined.
¶Hudson and Terraplane combined.
**Oakland and Pontiac combined.
††Rockne and Studebaker combined.

Source: R. L. Polk & Co.

1952, 1953, 1954, 1955, 1956, 1957 and 1958 New-Car Registrations are on Page 36

New Truck Registrations by Makes and Years, 1926-1958

Make	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
Acme	483	452	388	300																							
Am. LaFrance			347	329																							
Armleder			79																								
Atterbury			141	141																							
Austin								1053	494	181												45	48	17			
Autocar	2548	2059	2353	2987	2009	1748	1015	1127	1139	1001	1451	2181	1617	2044	1944	2510	4755	4334	2770	1655	2072	2112	1595	1713	1041		
Available																			49	27	30	24	24	24			
Bantam														590	335	40											
Biederman																			5	5	8	1					
Brockway	1748	1871	2314	3063	*3780	*1685	752	875	1213	1245	1695	1593	1303	1815	1672	2294	3683	4255	2958	1626	2304	2182	1752	2080	1340	1144	884
Brown																			183	154	316	230	117	10			
Buick									152	116																	
Chevrolet	55623	104832	133682	160959	118253	99600	60784	99880	157507	167129	204344	183674	119479	169457	185636	212797	171618	235803	302219	345519	414496	350344	272249	327960	293079	329791	302148
Coleman																			6	4	11	1	1	1			
Commerce			65	16																							
Corbitt																			268	100	109	153	49	30			
Crosley																			2411	871	422	434	243	32			
Dart																			36	22	24	12	9	16			
Diamond T	1722	1834	2312	3586	2888	2483	2250	4139	5440	6454	8750	8118	4393	5412	6354	6077	5093	10475	10657	5172	5675	4508	3420	3398	2701	3697	4037
Divco													1229	1481	1662	2306	3734	4893	5618	3577	4309	3752	2752	2549	2505		
Dodge	24281			28759	15558	13518	8744	28034	48252	61488	85295	64098	33656	48049	54323	62925	96490	126736	114431	116956	99716	106600	102129	82345	60658	66208	57651
Dover				401																							
Duplex																			45	11	7	5	10	16			
Eng. Austin																			18	97	108						
Euclid																			120	42	59	89	39	27			
Fageol				792																							
Fargo			281	3391																							
Federal	5398	3848	3111	2854	2095	1523	1167	1360	1962	2190	2930	2339	1370	1837	1613	1611	4557	6020	4026	1225	1469	1008	841	986	248		
Ford	200163	99451	65247	223425	197216	138854	66937	62397	128250	185848	177244	189376	100959	128889	159514	174024	131469	186414	225729	202179	315912	250802	179523	266027	267799	295900	263753
Freightliner													274	182	252	290			105	57	83	126	195				
FWD																	585	1195	811	337	323	501	543	359	393		
Garford	712	573	341	114																							
GMC	2797	6637	17568	14300	9004	6919	6359	6602	10449	11442	26980	43522	20152	34908	38941	45703	25645	49187	74857	80407	97200	100285	79612	82296	66644	84877	82266
Gottfredson			460	190																							
Graham	24803	42359	36542																								
Gramm			75																								
Hahn				125															14	52							
Hendrickson																			58	59	88	103	71	106			
Hudson										638	1905	4823	719	409	760	736	2543	2534	117								
Indiana	944	1136	1290	1471			957	1252	729	862	1705	1371	435	178													
International	14247	16363	26196	31438	23703	21073	15752	26658	31555	53471	71958	76174	55836	66048	76833	92482	78392	113151	125203	91164	97818	95184	92788	95404	84222	100441	108014
Kenworth																			478	392	673	668	705	747	697		
Kleiber			380	326																							
Larrabee			381	363																							
Linn																			81	23	9	1					
Mack	8718	6268	6898	6867	4943	2945	1425	1652	1830	1515	4226	5513	4406	6670	7736	9468	4687	10917	9795	6846	9908	9794	7138	6890	6098	10932	13190
Mar. Herr.																			568	189	97	55	29	40			
Martini																			2	2							
McDonald																			4	2							
Moreland			686	715																							
Nash																			32	236	52	211	1047				
Oshkosh																			173	115	100	92	129	106			
Overland	813	399																									
Peterbilt																		195	279	249	280	301	236	332	344		
Pierce-Arrow	1177	613	803	494																							
Plymouth									123	660	2420	13709	6652	8294	9528	7732											
Pontiac		3611																		775	1362	908	541	468			
Relay			205	511																							
Renault																			2								
Reo	13466	10345	16325	13241	6427	5166	3187	3042	5035	5101	4227	4254	2929	853	624	1543	10489	12911	10773	4003	3876	3427	3393	3498	2283	3121	2974
Republic	990	1093	686	435																							
Rugby			489	1248																							
Ruggles	430	295	127	16																							
Sanford			77																								
Schacht			395	280																							
Selden	551	408	430	269																							
Service			82	38																							
Star			471																								
Sterling	714	703	1049	1584	1224	739	227	108	134	174	277	311	267	326	341	440	510	576	411	229	354	334	250				
Stewart	1243	1541	1959	2160	2315	1394	867	684	736	880	1280	1148	390	70													
Studebaker			1340	1622	1518	3495	2430	†2413	1697	2100	3279	5129	2000	2110	1206	5078	25360	41861	50657	55099	45881	32675	28985	22473	10193	10817	8708
Terraplane					‡589				517																		
Thames																			715	1216	258	171	118				
Walter																			132	76	82	80	100	62			
Ward LaFr.																		509	271	88	46	45	78	48			
Whippet			2681	5991																							
White	8872	7175	6272	6096	4395	2561	2138	1384	3963	3304	5757	5933	3514	4558	6468	9271	10117	13086	11603	8318	12050	12260	10858	12261	10340	14372	15137
Willys					§4264	§3131	1132	233	25	2280	2441	1122	1889	1634	2291	2031	42135	49819	76484	32765	24640	24292	20356	17712	17523	27252	23488
Willys-Knight			538	612																							
Yellow	1642	1079	148																								
Electrics			503	578																							
Miscellaneous	13256	13020	5406	4970	10307	6966	4290	2976	2684	2604	3490	3861	1880	934	1217	1349	3387	4261				15	126	259	993	8449	12119
TOTALS	387341	327965	341122	527057	410488	313800	180413	245869	403806	510683	611644	618249	345349	486748	589150	640697	625249	879132	1035174	961961	1142307	1003850	812099	930312	829101	957001	894366

*Includes Indiana. †Includes Rockne. ‡Essex in 1930. §Includes Whippet and Willys-Knight.

Source: R. L. Polk & Co.

1957 and 1958 New-Truck Registrations are on Page 37

HANDY GUIDE TO AUTOMOTIVE EXECUTIVES

(For more complete details, see each company's listing in Who's Who Section.)

PASSENGER CARS	Chairman of Board	President	General Manager	Asst. General Manager	Vice-Pres. Charge of Manufacturing	Vice-Pres. Charge of Engineering	Vice-Pres. Charge of Styling	Vice-Pres. Charge of Sales	General Sales Manager	Car Sales Manager	Truck Sales Manager	Chief Engineer	Director of Purchasing	Service Manager	Parts and Accessories Manager	Director of Advertising	Advertising Manager	Director of Dealer Relations	Public Relations Manager
American Motors Corp.	George Romney	George Romney	Roy D. Chapin Jr.	X	X	R. H. Isbrandt	Edmund E. Anderson	John W. Raisbeck	V. E. Boyd	J. W. Watson W. B. Ramsey	X	Floyd Kishline	J. A. Lee	C. M. Tillinghast	C. C. McKellar	Fred W. Adams	E. B. Brogan	L. W. Stevens	Howard E. Hallas
Chrysler Corp.	X	Lester L. Colbert	X	X	L. T. Woolson	Paul Ackerman	Virgil M. Exner	B. J. Nichols	E. C. Quinn	X	X	Paul C. Ackerman	Emlyn Lloyd	P. B. Hopkins	H. H. Zeder	R. E. Forbes	X	C. L. Jacobson	James A. Baubie
Chrysler Division	X	X	C. E. Briggs	W. E. Foraker	X	X	X	X	X	E. M. Braden	X	R. M. Rodger	X	C. T. McClure	X	J. C. Cowhey	H. A. Ault	J. T. Condon	R. J. Kelly
DeSoto Division	X	X	J. B. Wagstaff	X	X	X	X	X	X	E. P. Letscher	X	A. E. Kimberly	X	R. W. Utley	X	J. L. Wichert	R. L. Goodwin	Paul Herpolsheimer	Sam Petok
Dodge Division	X	X	M. C. Patterson	L. F. Desmond	X	X	X	X	X	J. B. Naughton	X	G. W. Gibson	X	W. M. Spencer	X	W. D. Moore	A. C. Thomson	L. S. Ouellette	Frank Wylie
Plymouth Division	X	X	H. E. Chesebrough	J. W. Minor	X	X	X	X	X	E. P. Letscher	X	J. E. Charipar	W. H. Roberts	G. J. Cutler	X	L. T. Hagopian	W. A. Hammond	K. R. Porter	C. W. Craig
Ford Motor Company	Ernest R. Breech	Henry Ford II	X	X	D. J. Davis & John Dykstra	A. A. Kucher	Geo. W. Walker	X	X	X	X	A. A. Kucher	E. G. Ward	O. F. Finfgeld	J. S. French	E. E. Rothman	J. B. McMechan	Benson Ford	C. F. Moore
M-E-L Division	X	X	Ben D. Mills	W. A. Williams	D. J. Bracken	X	X	X	C. E. Bowie	X	X	Harold C. MacDonald	C. S. Brown	D. A. Kuhn	E. A. Erickson	X	X	T. H. Holden	W. A. Maharry
Edsel	X	X	X	X	X	X	X	X	X	L. C. Beebe	X	X	X	X	X	X	Eldon E. Fox	X	X
Lincoln	X	X	X	X	X	X	X	X	X	R. J. Fisher	X	X	X	X	X	X	H. Swan	X	X
Mercury	X	X	X	X	X	X	X	X	X	J. E. Judge	X	X	X	X	X	X	B. E. Miller	X	X
Ford Division	X	X	J. O. Wright	C. R. Beacham	W. A. Folsom	X	X	X	W. J. Cooper	L. A. Iacocca	X	H. A. Matthias	C. E. Bosworth	Carl T. Doman	H. P. Hubbs	J. R. Bowers	J. R. Bowers	C. J. Seyffer	Holmes Brown
General Motors Corp.	Frederic G. Donner	John F. Gordon	X	X	John J. Cronin	Chas. N. Chayne	W. L. Mitchell	X	X	X	X	X	X	Myrle E. St. Aubin	S. E. Skinner	X	X	X	Anthony G. De Lorenzo
Buick Division	X	X	Edward T. Ragsdale	X	Donald F. Taylor	X	X	X	E. C. Kennard	X	X	Oliver K. Kelley	C. L. Clifford	E. J. Krause	Paul E. McCracken	R. B. Cogswell	G. M. Millar	John G. Davies	Waldo E. McNaught
Cadillac Division	X	X	James M. Roche	X	X	X	X	X	Fredric H. Murray	X	X	C. Fred Arnold	John H. Lamb	Robert M. Phillips	John A. Dunn	J. P. Schaupner	X	W. H. Niven	Clifford D. Merriott
Chevrolet Division	X	X	E. N. Cole	X	E. H. Kelley	X	X	X	W. E. Fish	X	X	H. F. Barr	E. F. Gormsen	E. L. Harrig	I. W. Thompson	W. G. Power	W. G. Power	C. J. French	J. L. Cutter
Oldsmobile Division	X	X	J. F. Wolfram	X	R. T. Rollis	X	X	X	V. H. Sutherlen	X	X	H. N. Metzel	T. E. Darnton	W. J. Buxton	J. H. Handley	L. A. Grobe	L. A. Grobe	W. O. Lampe	J. P. White
Pontiac Division	X	X	Semon E. Knudsen	X	B. E. Starr	X	X	X	F. V. Bridge	X	X	E. M. Estes	M. F. Rummel	H. T. Hales	A. L. Drury	X	J. F. Malone	X	R. W. Emerick
Studebaker-Packard Corp.	X	H. E. Churchill	X	X	A. D. Whitmer	X	Duncan McRae	S. A. Skillman	S. A. Skillman	X	X	E. J. Hardig	J. Soelch	R. B. Bender	R. B. Bender	J. W. Orr	K. W. Steadman	Glenn Finney	G. A. Waindel
TRUCKS																			
Autocar	X	X	Karl A. Roesch	X	A. Geipke	B. B. Bachman	X	X	Walter Mason	X	X	E. R. Sternberg	Gordon Stevens	F. H. Strahl	X	L. K. Orbeck	X	X	X
Brockway	X	X	J. E. Cambria	V. A. Phillabaum	X	X	X	J. E. Cambria	J. E. Cambria	X	X	F. M. Ambler	C. M. Bigelow	Alex Kerr	X	X	X	X	X
Chevrolet Truck	X	X	E. Cole	X	E. H. Kelley	X	X	X	W. E. Fish	X	J. E. Conlan	H. F. Barr	E. F. Gormsen	E. L. Harrig	I. W. Thompson	W. G. Power	W. G. Power	C. J. French	John L. Cutter
Corbitt	X	W. T. White	X	X	X	X	X	X	W. T. White	X	X	X	W. T. White	G. C. Morgan Jr.	X	X	X	X	X
Diamond T	E. J. Bush	Z. C. R. Hansen	Z. C. R. Hansen	X	T. J. Lopatka	R. C. Wallace	X	J. L. Krickl	X	X	X	X	Merrill Egeland	W. H. Hall	X	W. S. Baldwin	X	X	W. S. Baldwin
Divco	X	G. E. Muma	H. T. Collins	X	X	X	X	R. H. Sjoberg	J. E. Dee	X	X	W. R. Chapman	E. J. Lubinski	F. A. Hedeen	X	X	D. F. Starr	X	D. F. Starr
Dodge Truck	X	X	M. Aitken	X	J. S. Ross	X	X	X	X	X	J. B. Naughton	S. J. Tompkins	X	W. M. Spencer	X	W. D. Moore	W. G. Osborn	X	Frank Wylie
Ford Truck	X	X	X	X	X	X	X	X	X	X	Wilbur Chase	F. E. Sandberg	X	X	X	X	X	X	X
F.W.D. Corp.	Geo. E. Mallinckrodt	M. E. Ash	X	X	Philip Larnino	G. D. Simonds	X	G. F. DeCoursin	L. L. Pernat	X	X	Robert Stieg	Lloyd J. Pinkowsky	Charles J. Glocke	H. R. Canada	Arthur J. Laach	X	X	Arthur J. Danley
GMC Truck	X	X	Philip J. Monaghan	X	T. E. Wilson	X	X	X	R. C. Woodhouse	X	X	C. V. Crockett	J. P. McManus	J. C. Marek	G. W. Hall	X	R. T. Jennings	W. L. Vande Water	B. W. Crandell
International-Harvester	X	F. W. Jenks	R. M. Buzard	X	H. E. Gottberg	X	X	X	L. W. Pierson	X	X	W. D. Reese	R. A. Fischer	C. W. Leslie	J. C. Bulleit	M. F. Peckels	W. O. Maxwell	X	J. W. Vance
Kenworth	X	Paul Pigott	R. C. Norrie	X	X	X	X	R. D. O'Brien	L. T. Gerlach	X	X	W. M. Brown	R. K. Maus	P. O. Kidder	X	X	E. P. Beezer	X	R. B. Moran
Mack	X	X	X	X	X	X	X	E. G. Ewell	X	X	X	W. M. May	J. M. Steffee	H. Bernard	G. C. Grantham	A. G. Crockett	X	X	X
Oshkosh	X	J. P. Mosling	X	X	X	X	X	X	O. B. Zimmerman	X	X	C. E. Sartwell	L. R. Jarvey	R. I. Mosling	X	X	X	X	X
Reo	X	X	John C. Tooker	X	X	X	X	X	G. R. Collins	X	X	Wm. M. Walworth	Charles J. Larkin	Robert M. Tullos	X	X	X	X	Vincent Gleason
Studebaker Truck	X	H. E. Churchill	X	X	A. D. Whitmer	X	Duncan McRae	S. A. Skillman	S. A. Skillman	X	F. T. Corcoran	E. J. Hardig	J. Soelch	R. B. Bender	R. B. Bender	J. W. Orr	K. W. Steadman	Glenn Finney	G. A. Waindel
Walter	X	Clinton A. Misson	X	X	X	X	X	X	George R. Cooper Jr.	X	X	Maurice Walter	W. R. Chadwick	X	X	X	W. J. Wenzel	X	X
White	Robert F. Black	John N. Bauman	X	X	J. E. Adams	F. S. Baster	X	H. D. Weller	X	X	X	Paul Gillen	James T. Morrison	Wallace Pepin	X	X	Roy A. Fryer	X	X
Willys	X	Edgar F. Kaiser	S. A. Girard	X	E. C. McCleary	Dean B. Hammond	X	X	C. W. Moss	X	X	George Harbert	L. S. MacKay	C. T. Scher	H. V. Burr	C. M. Ritchey	X	X	M. R. Bishop

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AUTOMOTIVE NEWS FAMILY ALBUM

An industry is composed, in the last analysis, not of land, buildings or machinery, nor even capital invested, patents owned nor number of stockholders—

—An industry is the men who make it!

This feature of the Automotive News Almanac is therefore incorporated for the purpose of parading, face-to-face, the men who today are contributing their brains, their acumen and their energy to keeping "the world on wheels!"

The Editors.

ABELES, JAMES D., pres. of Purolator Prod., Inc., since 1955. Born New York City Mar. 24, 1916. M. I. T. Entered automobile business in 1940 at Newark, N. J. as cost engr. with Purolator Products.

ADAMS, THOMAS B., pres. of Campbell-Ewald Co. since Feb., 1958. Born Detroit, Mich., Sept. 16, 1919. Entered automobile adv. as radio copy writer in 1945.

ANDERSON, EDMUND E., dir. of automotive styling of American Motors Corp. since 1955. Born South Boardman, Mich., June 4, 1906. Graduate of Univ. of Detroit. Entered automobile business in 1935 as designer for General Motors Corp. Formerly was chief stylist of both Oldsmobile and Chevrolet before joining Nash in 1950.

ARMACOST, ROBERT SHAW, pres. of Armacost Motors, Inc., since Sept. 10, 1923. In Kansas City since 1930. Past Pres., National Automobile Dealers Assn. Born Cincinnati, O., Jan. 27, 1899. Entered automobile business Jan., 1920, at Cincinnati with Studebaker distributor as used-car salesman.

AULT, THOMAS J. pres. of Seco-Lowell Auto Div., Seco-Lowell Shops, since 1958. Born Portland, Indiana, June 23, 1911. U.C.L.A., B.A. degree. Entered automobile business in 1935 at Muncie, Indiana, as trainee with Warner Gear Division, Borg-Warner Corporation.

ABERNETHY, ROY, vice-pres. chge. of automotive distribution and marketing of American Motors Corp. since 1955. Born in West Monterey, Pa., Sept. 29, 1906. Started in automobile business with Packard Pittsburgh distributor as shop apprentice in 1925 and became vice-pres. chge of sales, Nash Motors Div. in 1954.

AITKEN, MURRAY, with Dodge as plant mgr. of the Dodge Truck plant, since Oct. 15, 1956. Born Galt, Ontario, Canada, Nov. 19, 1910. Entered heavy motor vehicle industry in 1933 as design eng. with Kenworth Motor Truck Co.

ANDERSON, JOSEPH A., with AC Spark Plug Division, General Motors Corp., as general manager since October, 1953. Born Ishpeming, Mich., Feb. 26, 1900. Entered automobile business in 1924 at Flint with AC Spark Plug Division as foreman of Speedometer inspection.

ARNOLD, CHARLES F., with Cadillac as chief engr. Born Harrison, O., Feb. 20, 1900. Univ. of Cincinnati. With Cadillac since Sept., 1925. Entered automobile business May, 1923, with Studebaker Corp.

AUSTIN, RUFUS P., sales mgr., mfgr.'s div. of Perfect Circle Corp. since 1926. Born Bluefield, W. Va., April 21, 1902. Univ. of Ill., A.B. degree. Entered automobile business in 1926 at Hagerstown in mfg. div. of Perfect Circle Corp.

ACKERMAN, PAUL C., with Chrysler Corp. as vice-pres., engrg. since 1956. Born Erie, Pa., Nov. 4, 1899. University of Michigan. Entered automobile business in 1922 with Maxwell Motor Co.

ALLAN, JAMES S., with Walker Mfg. Co. of Wis. as chmn. of the board since Jan., 1955. Born in Kirkwall, Scotland, 1889. Entered automobile business in 1924 at Racine, Wis., with Ajax Auto Parts Co. as asst. to pres.

ANDERSON, ROBERT, with Chrysler Corp. as dir. prod. planning and cost estimating since 1958. Born Columbus, Neb., Nov. 2, 1920. Entered automotive industry as student in Chrysler's Institute of Engineering earning a Master's degree in Automotive Engineering in 1948.

ARP, LEWIS B., vice-pres. and gen. mgr. of Bear Mfg. Co. since 1925. Born Tipton, Iowa, Jan. 10, 1907. Coe College.

BACON, THOMAS P., president of Bacon Vulcanizer Mfg. Co., Oakland, Calif. Born in Calif. Mar. 2, 1911. Calif. College of Business. Entered the mold mfg. business in 1930 and pioneered the development of aircraft tire recapping machinery.

ADAIR, J. DOUGLAS, with Kent-Moore Organization, Inc., as pres. since 1947. Born Ardmore, Pa., May 24, 1920. Dartmouth. Entered automobile business in 1946 at Detroit with Kent-Moore Organization, Inc., as exec. asst.

ALLEN, PERRY E., pres. of Cal Corp. since 1956. Born Pontiac, Mich., Sept. 24, 1910. Entered automobile business in 1930 at Detroit as a dealer.

ANDERSON, ROBERT E., joined Batten, Barton, Durstine & Osborn, Inc., Buffalo, 1936. Vice-pres. in chge. of Detroit office since 1950. Born Brooklyn, N. Y. Univ. of Pa. B. A. degree. Entered adv. business as salesman, Buffalo Evening News.

ASHBY, JOHN F., with Willys of Canada, Ltd., as eastern sales mgr. since 1958. Born Springfield, O., March 31, 1918. Ohio State Univ. Entered automobile business in 1938 with Plymouth Motor Corp.

BALDWIN, WALTER D., vice-pres. United States Rubber Co. since 1958. Born in California on Jan. 16, 1909. Univ. of Calif. B.S. degree. Entered rubber business in 1932 at Spokane, Wash., with United States Rubber Co., as salesman.

ADAMS, AVERY C., chmn. and pres. of Jones and Laughlin Steel Corp. since 1958. Born Youngstown, O., 1897. Yale Univ. Entered steel business in 1919 at Warren as open hearth laborer with Trumbull Steel Co.

ALLEN, WADE W., president of Allen Electric and Equipment Co. since 1956, dir. since 1945. Born Altringham, England, April 15, 1912. Mich. State Univ., B.S. degree, Univ. of Chicago, M.S. degree. Entered automotive test equip. business in 1945 with Allen Electric and Equipment Co.

ANDERSON, WENDELL W., with Bundy Tubing Co. as pres. and treas. since 1929. Born Detroit, Mich. 1901. Detroit U. school, Hill school, Yale, A.B. Alpha Delta Phi. Entered automobile business in 1929 in Detroit with Bundy Tubing Co.

ASHTON, JAMES E., vice-pres. and dir. automotive sales with J. W. Mortell Co. since 1942. Born Chicago, Ill. Entered automobile business in 1919 at Chicago with Yellow Truck & Coach Mfg. Co. as mechanic.

BALLANTYNE, ALAN A., with Monroe Auto Equipment Co. as adv. mgr. since 1948. Born Perrysburg, O. Ohio State Univ., B.S. degree. Entered automobile business in 1943 at Toledo, O., with Electric Auto-Lite as asst. to adv. mgr.

ADAMS, CLARK M., vice-pres. of The Electric Auto-Lite Co., since 1948. Born June 18, 1896. Case School of Applied Science. Entered automobile business in 1919 with W. G. Nagel Electric Co.; later became vice-pres. of Moto-Meter Gauge and Equipment Co., which merged with Auto-Lite in 1934.

ALLISON, DOUGLAS F., product program timing mgr. of M-E-L Div., Ford Motor Co. Born Windsor, Ont. Univ. of Detroit, B. A. E. degree. Entered automobile business in 1946 at Detroit with Ford Motor Co.

ANZICK, ANTHONY J., with Anzick Manufacturing Co. as pres. since 1940. Born Elkland, Pa., Feb. 18, 1912. Entered automobile business in 1930 at Detroit, Mich.

ATHANSON, WILLIAM J., with Jarecki Corp. as vice-pres. on bd. of dir. Formerly with National Automotive Fibres, Inc. Born Feb. 1, 1909. Univ. of Detroit. Entered automobile business in 1927 with Briggs Mfg. Co.

BALTZLY, STANLEY M. JR., dir. of supplier rel., purch. dept., Chrysler Corp. since 1958. Born Massillon, O., June, 1911. Randolph Macon Military Acad., Univ. of Alabama. Joined Chrysler Div. in 1956 as asst. purch. agent.

ADAMS, FRED W., director of automotive advertising and merchandising of American Motors since 1956. Born Kalamazoo, Mich., July 11, 1910. Graduate of Western Michigan College. Started in automobile business with Packard in 1941 and became adv. mgr. in 1948.

ALLMAN, LESLIE C., pres. of Allman Co., Inc. since 1951. Born and educated in Indiana. Entered automobile business with Fruehauf Trailer Co. sales and adv. dept., vice-pres. 1929-1951.

ARCHAMBAULT, BENNETT, pres. and dir. of Stewart-Warner Corp. since 1954. Born Oakland, Calif., Nov. 20, 1909. Massachusetts Institute of Technology, S. B. degree. Entered automobile business in 1954 at Chicago as president of Stewart-Warner.

AUGENSTEIN, PAUL M., pres. of Airtemp Div., Chrysler Corp. since Oct., 1958. Born Warren, Ohio, March 30, 1913. Hiram College grad. Entered automobile business in 1958 with Chrysler Corp.

BANNISTER, JOHN G., President of National Automotive Fibres, Inc., since April, 1955. Born Berkeley, Calif., Oct. 27, 1913. St. Mary's College of California, B.S. degree. Entered automobile business in 1938 at Oakland with National Automotive Fibres, Inc.

ADAMS, JOSEPH E., vice-pres. of manufacturing, truck div. of White Motor Co. since 1956. Born Cleveland, O., 1913. M. E. Carnegie Inst. Technology. Entered automobile business in 1944 with present company as director of material control.

ANDERSEN, GEORGE B., mgr. of auto. refinish sales, Ditzler Color Div., Pittsburgh Plate Glass Co., since 1957. Born Merrill, Wis., Aug. 21, 1905. Entered automobile business in 1925 at Racine with Nash Motors Co.

AREEN, GORDON E., with Associates Investment Co. as exec. vice-pres. since Aug., 1958. Born Chicago, Ill., Feb. 10, 1918. Northwestern Univ., C.P.A. degree. Entered automobile business in 1947 with Associates Investment Co.

AULT, HARRY L., adv. mgr. of Chrysler and Imperial Div., Chrysler Corp. Born Chicago, Ill., Aug. 30, 1906. DePauw Univ., B.S. degree. Joined Chrysler Div. in 1955 as dealer adv. mgr.

BARBER, B. NEWTON, gen. merch. mgr. of Oldsmobile Div. since 1956. Born Beaver Dam, Wis., Sept. 14, 1899. Kemper and St. Johns Military Academies. Entered automobile business in 1941 at Oakland, Calif., with Oldsmobile Div.

AUTOMOTIVE NEWS FAMILY ALBUM

BARBY, CHARLES E., mgr. of Automotive Sales Fiber Glass Div. since 1956; dist. sales mgr. Pittsburgh Plate Glass Co. since 1951. Born St. Louis, Missouri, March 9, 1913. Central College, B.A. degree. Entered automobile business in 1951 at Detroit in present capacity.

BARDSLEY, P. E., gen. sales mgr. of Delco-Remy Div., General Motors, since 1954. Born Fall River, Mass., 1904. Norwich Univ. Entered automobile business in 1926 at Anderson, Ind. as student engr. with Delco-Remy Div.

BARR, HARRY F., with Chevrolet Motor Division as Chief Engineer since 1956. Born Enid, Okla., 1904. Joined Cadillac after graduation in 1929. Served as Chief Engineer of Cadillac tank plant and assistant chief engineer of Cadillac prior to joining Chevrolet in 1952.

BARRETT, WILLIAM R., with Rinshed-Mason Co. as vice-pres., gen. mgr. since 1952. Born in Allegan, Mich., May 30, 1918. Mich. State Coll., B.S. Chem. Engr.

BARTHOLOMEW, EARL, with Ethyl Corp. since 1926; dir. of tech. staff since 1951. Born in Norman, Okla., Jan. 1, 1901. Univ. of Oklahoma. A.B., B.S. in M.E., M.S. in M.E. Entered automobile business in 1926 in Yonkers, N. Y., with Ethyl Corp. as head of Automotive Research Div.

BARCLAY, W. K., marketing services mgr. of Ford Div., Ford Motor Co. since Nov., 1958. Born Mt. Kisco, N. Y. Dartmouth College, B.A. degree. Entered automobile business in 1949 with Ford Motor Co.

BARLOW, JACK R., mgr. of prod. adv., Chrysler Corp. Born London, England, Feb. 26, 1919. Kenyon College. Entered adv. field in 1939 as member of prod. staff with Charles M. Gray Agency.

BARRETT, HARRY B., with Barrett Equipment Co., since 1929, president and owner since 1935. Born in Illinois, Apr. 10, 1903. Business Administration, Brown's College. Entered automobile business in 1922 with Hollins and Arroustez Engineering Co., Los Angeles, Calif. and later became sales manager and chief engineer.

BARTELL, CLARENCE C., with Transmission and Axle Div., Rockwell-Standard Corp. as vice-pres. in charge of sales of axles and related equipment since 1953. Born Catawba Island, O. Oct. 11, 1907. Ohio State Univ. Entered automobile business in 1939 at Detroit with the Timken-Detroit Axle Co. as sales engineer.

BASTER, FOREST S., with White Motor Co. as vice-pres. in charge of engrg. since March 26, 1941. Born Gates Mills, O., Nov. 12, 1896. Case Institute of Technology. B. S. Entered automobile business in 1919 at Detroit with Packard Motor Car Co. as asst. engr. of design analysis.

BAUBIE, JAMES A., with Chrysler Corporation as Dir. of Public Relations since 1957. Born June 19, 1907 at Detroit. Entered automobile business in 1951 with Chrysler Corporation on staff of vice-pres., chg. pub. rel. Became manager of Press Information Services in 1952.

BAUER, C. G., with Chrysler Corp. as dir. quality control since 1957. Born Council Bluffs, Iowa, July 17, 1907. Iowa State College grad. Joined Chrysler Corp. in 1931.

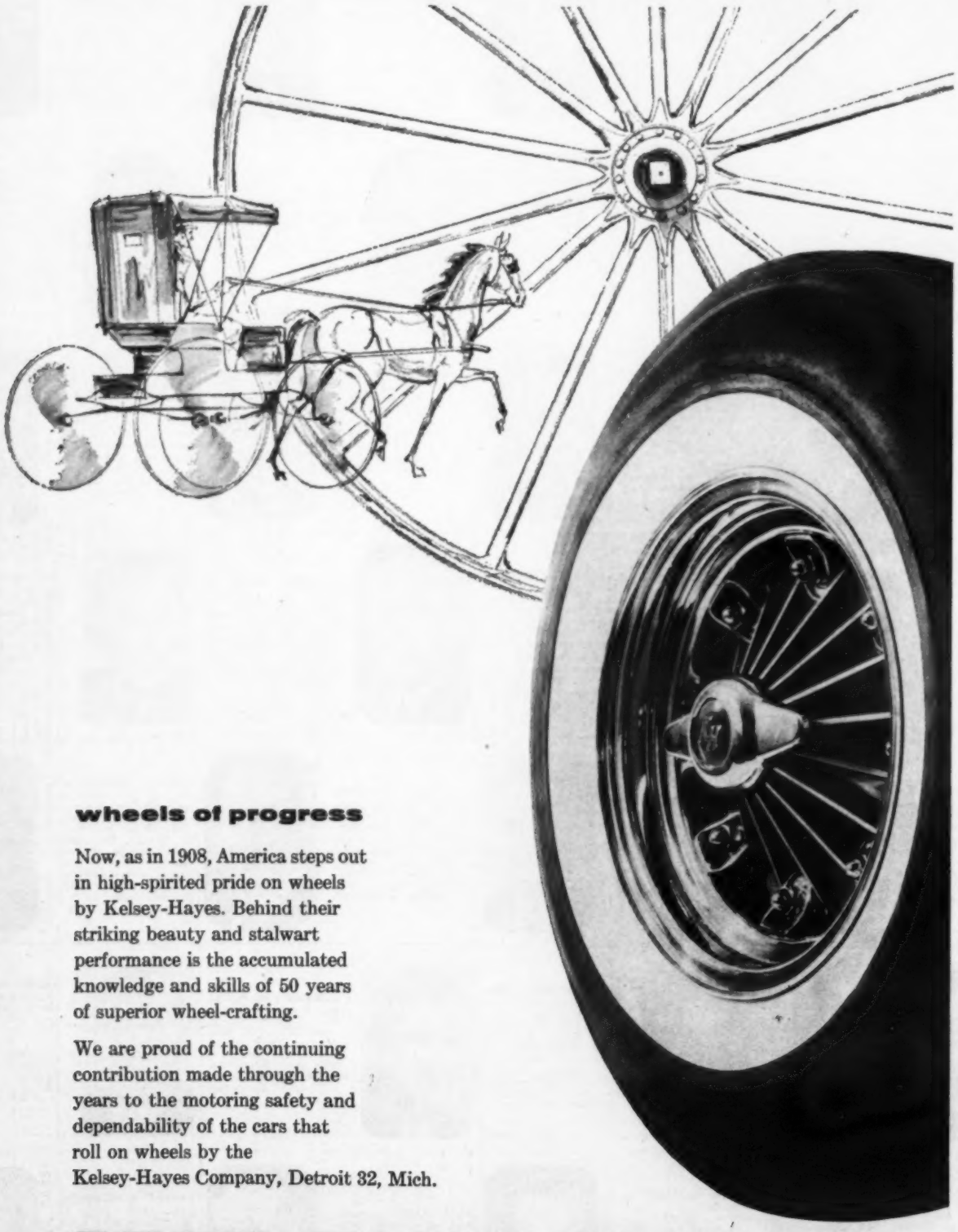
BAUMAN, JOHN NEVIN, with White Motor Co. as pres. since 1954. Born in Jeanette, Pa., March 11, 1899. Bucknell, Mich. M. E. Entered automobile business in 1922 in Cleveland, O., with White Motor Co. as technical apprentice.

BAZNER, MARTIN W., with Ammco Tools, Inc., as vice-pres., sales mgr. since 1947. Born in Chicago, Ill., Sept 6, 1900. St. Johns Military Acad., Delafield, Wis. Entered automobile business in 1941 in New England with Ammco Tools, Inc., as dist. sales mgr. Director, National Standard Parts Assn.

BEACHAM, CHARLES R., vice-pres. of Ford Motor Co., asst. gen. mgr. of Ford Div. since 1957. Born McRae, Ga. Entered automobile business in 1926 at Jacksonville as travelling rep. for Ford Motor Co.

BEATTIE, JAMES J., asst. gen. sales mgr. of Willys Motors, Inc., since 1958. Born St. Louis, Mo., 1907. Entered automobile business in 1949 at Minneapolis with Willys Motors as reg. mgr.

BEATTY, JOHN T., with United Specialties Div. Industrial Enterprises, Inc. Born in Muncie, Ind., Mar. 13, 1901. Princeton, B.S. Entered automobile business in 1929 at Chicago, Ill. as vice-pres. of United Air Cleaner Co., predecessor of United Specialties Co.



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BEATTY, WILLIAM H., with R. L. Polk & Co. as vice-pres. and gen. mgr. Born in Ossian, Ind., Feb. 27, 1903. Univ. of Illinois, A.B. degree. Entered automobile business in 1927 at Detroit with Associated Press as staff correspondent.

BERG, HAROLD R., with Ethyl Corp. as sales coordinator since 1955. Born Manchester, N. H., Apr. 14, 1905. University of N. H., B.S.M.E. Entered automobile business in 1928 as field rep. with Ethyl Corp.

BERNARD, HARRY, with Mack Trucks, Inc. as dir. of service since Jan., 1952. Born Montreal, Can., Nov. 28, 1901. Brown Univ., ScB. degree. Entered automobile business in 1917 at Providence, R. I., with Broadway Sales Co. as stock clerk.

BERRY, W. S., dir. of automotive research for American Motors Corp. since 1956. Born in Philadelphia Feb. 19, 1906. Cornell University M.E. degree. Entered automobile industry in 1929 with Nash as trainee.

BETTE, A. J., with Johns-Manville Corp. since 1930, as mgr. of friction materials since Jan., 1953. Born New York, 1907. Manhattan Coll., N. Y. Univ.

BECK, DANIEL L., Executive personnel specialist, sales trainer, and sales consultant. Born Denver, Col. Colorado School of Mines, E.M. degree. Entered automobile business in 1921 at Denver as retail salesman. Auto factory sales exec. 1931-1945. Entered own business in 1945.

BERK, WILLIAM, pres. of Supersite Corp. since 1948. Born in Poland, Sept. 30, 1892. Entered automobile business in 1915 at New York as pres. of American Auto Lamp Co.

BERNITT, E. W., vice-pres. of automotive operations, American Motors Corp., since 1956. Born Detroit, Mich., June 5, 1910. University of Detroit, B.M.E. degree. Entered automobile business in 1935 at Detroit as plant engineer of Plymouth Division.

BETHELL, ALAN F., pres. of Standard-Triumph Motor Co., Inc., since Jan., 1957. Born Sudbury, Middlesex, England, Dec. 25, 1923. Entered automobile business in 1939 at London as apprentice with Standard Motor Co., Ltd.

BEVANS, HERBERT M., exec. engr. chassis-electrical-truck section, Chrysler Corp. since 1958. Born Elizabeth, N. J., Oct. 26, 1920. Chrysler Inst. Engrg., M.E. degree. Entered automobile business with Chrysler in 1942.

BEEBE, LEO C., Edsel marketing mgr., M-E-L Div., Ford Motor Co., since 1958. Born Williamsburg, Mich., July 20, 1917. Univ. of Mich. grad. Entered automobile business in 1945 with Ford Motor Co.

BEHRMAN, RICHARD E., prod. mgr., tire division of United States Rubber Co., since 1955. Born Mattoon, Ill. Entered rubber business at Indianapolis, Ind., in 1922.

BELTZ, LESTER L., chief engr.,-prod. engrg. office, hardware and accessories group, Ford Motor Co., since 1957. Born Lansing, Mich., Feb. 19, 1898. Entered automobile business in 1921 as lab. tech. for Reo Motor Co.

BENDER, ROY B., parts and service manager of Studebaker-Packard Corp. since 1958. Born Grantsville, Md., Nov. 26, 1903. Allegheny College. Entered automobile business in 1924 with Ford Motor Co. as billing clerk.

BENNETT, GEORGE, president and general manager of Borroughs Manufacturing Company since 1955. Born Bottineau, N. D., Dec. 19, 1910. General Motors Institute, B.I.E. degree. Wayne University, M. B. A. degree. Entered automobile business in 1928 at Flint with Chevrolet Division.

BENNETT, J. DOUGLAS, with Fawick Corp. as assistant to president and general manager of Fawick Brake Division since 1951. Born Jersey City, N. J. Nov. 17, 1917. U. of M. B.S.M.E. degree. Entered automobile business in 1944 at Philadelphia with Empire Tractor Co. as vice president in chge. of engrg.

BENTLEY, CALVIN P., chmn. of the bd. of The Mitchell - Bentley Corp. Born Owosso, Mich., May 28, 1883. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and dir.

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BICKEL, J. E., vice pres. in chg. of merch. and dir. of Monroe Auto Equipment Co. since 1957. Oklahoma A & M. Entered automobile business in 1944 as asst. gen. sales mgr. with Monroe Auto Equip. Co.

BLACK, C. B. with Rockwell-Standard Corp. as exec. vice-pres., sales and marketing, since 1957. Entered auto business with Standard Steel Spring Co. as foreman, prod. mgr., sales mgr., vice-pres. in charge of sales, 1940-1957.

BLACK, ROBERT F., with White Motor Co. as chairman of the board since 1956. Born Harrisburg, Pa., Nov. 2, 1889. Mercersburg Acad., Princeton. Entered automobile business in 1910 at New York with Mack Truck Co. Inc. as factory worker.

BLAIR, ROBERT F., asst. gen. sales mgr. in charge of eastern and central regions of Buick Motor Div. Born West View, Pa., 1914. Entered automobile business in 1941 as serv. adjuster in Buick's Pittsburgh zone office.

BLANCHARD, DONALD D., with Society of Automotive Engineers since 1936 as staff engineer. Born in Ontario, Can., in 1895. Columbia Univ., E.E. degree Sigma Nu, Tau Beta Pi. Entered automobile business in 1920 with Motor World as asst. tech. editor.

BIGELOW, J. J., with Sparton Automotive, div. of Sparton Corp. as sales mgr. since 1949. Born Hazleton, Pa., July 16, 1897. Carnegie Tech. Entered automobile business in 1917 at Hazleton, Pa., with Automotive Supply Co. as salesman.

BLACK, ROBERT D., with Black & Decker Mfg. Co. since 1917. Now serving as chmn. of bd. and pres. Born in White Hall, Md., in 1896. Attended Northeastern College, Boston. Entered automobile business in 1917 at Towson, Md., as screw machine operator with Black & Decker.

BLAINE, EARL C., vice-pres. and gen. mgr. of Automotive Div., The Budd Co., since Oct. 1957. Entered automobile business in 1916 at Flint, Mich. with Mason and Chev. Co.

BLAKESLEE, WILLIAM S., gen. mgr. of Defense Operations Div., Chrysler Corp., since Feb., 1958. Born Grand Rapids, Mich., Oct. 10, 1914. Dartmouth Univ. grad. Entered automobile business in 1954 with Chrysler Corp.

BLANCHARD, WALTER E., with Ford Motor Co. as advertising assistant since 1942. In charge of truck advertising, Ford Division. Born in Detroit, Mich. Entered automobile business with Hupp in 1914.

BIGGERS, JOHN D., with Libbey-Owens-Ford Glass Co., as pres. since 1930. Chairman since April, 1953. Born St. Louis, Dec. 19, 1888. Univ. of Michigan, A. B., L.L.D. degrees. Entered automobile business in 1926 at London, Eng., with Dodge Bros. Britain Ltd., as mng. dir.

BIGGERS ROBERT L., with Chrysler Corp. as pres. of Fargo Div. since 1937. Born in Webster Groves, Mo., Jan. 8, 1897. Univ. of Mich. Entered automobile business in 1919 with Graham Bros. at Evansville, Ind. With Chrysler Corp. since 1925.

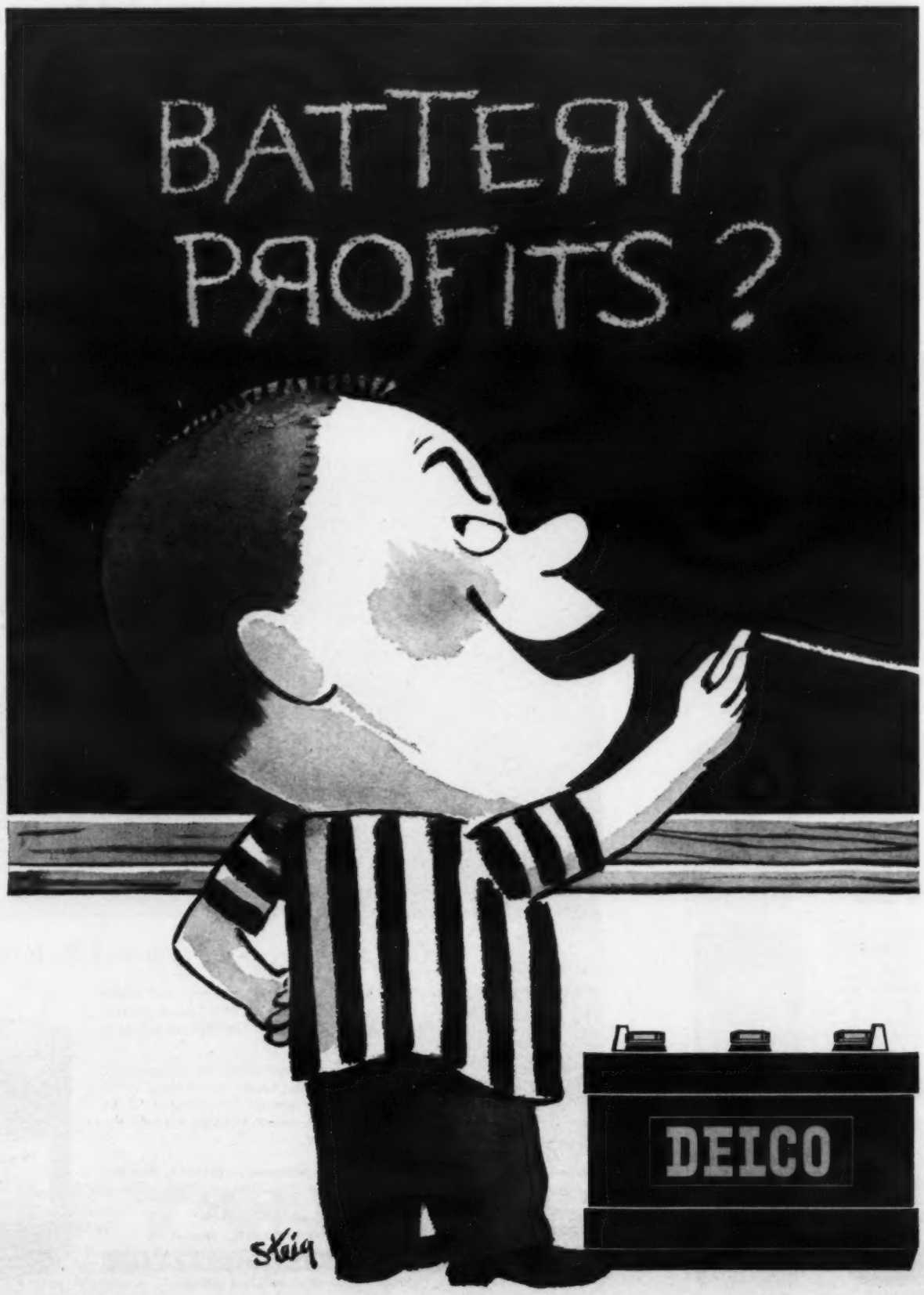
BILLINGHAM, RAY, adv. rep. for Automotive News since 1951. Born Hudson, N. Y. Entered automobile business in 1937 at New York as automotive ad writer for Motor Age and Motor World.

BIRD, F. L., plant mgr. at Jefferson assembly plant, Chrysler Corp., since Apr., 1958. Born Cleveland, O., 1919. Case Institute of Technology. Entered automobile business in 1941 as Chrysler student engineer.

BIRD, WILLIAM J. with Chrysler Corp. as asst. gen. sales mgr. since 1958. Born Holden, W. Va., Oct. 9, 1909. Grad. Univ. of Mich., 1933, B. S. civil engrg. and trans. Associated with automobile business since 1934 when he joined Dodge Div., Chrysler Corp., in traffic department.

BIRT, ALBERT E., pres. of Hambro Automotive Corp. since 1955. Born Birmingham, England, Oct. 30, 1910. Entered automobile business in 1950 as vice-pres. sales of Hambro Automotive Corp.

BISHOP, MARDEN R., director of public relations for Willys Motors, Inc. Born in Ohio, 1912. Ohio State Univ. Entered automobile business in 1945 with Willys-Overland Motors.



AUTOMOTIVE NEWS FAMILY ALBUM

BLANK, WILLIAM E., with The Electric Auto-Lite Co. as vice-pres. in charge of marketing. Born in Newport, Ky., Aug. 20, 1900. Entered automobile business in 1921 at Cincinnati, O.

BOESCHENSTEIN, HAROLD, with Owens-Corning Fiberglas Corp., Toledo, O., as pres. and dir. since its inception, Nov., 1938. Born Edwardsville, Ill., July 21, 1896. Univ. of Ill., '18, A.B.

BOHMRICH, JOHN J., vice-pres. and group exec. in chg. of electrical prod. group of Electric Auto-Lite Co. since 1958. Univ. of Wisconsin grad. Entered automobile business in 1942. Previously with Fruehauf Trailer Co.

BOLLES, J. H., dir. of sales and engrg., Delco-Remy Div., General Motors Corp. Born Bowling Green, Ohio, April 10, 1898. Ohio Wesleyan Univ. Entered automobile business in 1920 with Delco-Remy Div.

BORG, GEO. W., with Borg-Warner Corp. as dir. 1928-1958, Borg & Beck div. chmn. of Supervisory board. Also dir. and chmn. of exec. comm. Amphenol-Borg Electronics Corp. Born in West Burlington, Ia., 1887. Public schools. Entered automobile business in 1913 at Moline, Ill., with Borg & Beck Co. as vice-pres.

BODKIN, EDWIN O., with McCord Corp. as adv. mgr. since 1923. Born in London, Ont., Aug. 25, 1897. London C. I., Toronto Univ. Entered automobile business in 1918 at Detroit with Packard Motor Car Co. as transp. engr.

BOGAN, B. W., exec. asst. to the exec. vice-pres., Chrysler Corp., since 1958. Born Lafayette, Ind., Jan. 21, 1909. Purdue Univ., B.S., M.E. degrees. Entered automobile business in 1933 as student engr. at Chrysler Corp.

BOLL, JOHN A., sales mgr. Gillette tire division of United States Rubber Co., since 1958. Born March 21, 1900. Entered the rubber business in 1926 as a credit man in U. S. Rubber's New York office.

BORDINAT, GENE JR., chief stylist, M-E-L Studio, Ford Motor Co., since Feb., 1958. Born Toledo, Ohio. Univ. of Mich. Entered automobile business in 1938 as stylist with General Motors Corp.

BOSWORTH, CHARLES E., gen. pur. agent of Ford Div. since Jan., 1956. Born Denver, Colo. Occidental College. Entered automobile business in 1946 with Ford Motor Co.

BOUDREAU, JAMES E., with Ethyl Corp. as public relations director since 1951. Graduate of U. S. Military Academy. Entered automobile business in 1930 with Ethyl Corp. as field representative.

BOWERS, JOHN R., car adv. mgr., Ford Div., Ford Motor Co. Born Detroit, Mich. Dartmouth, Tuck School of Bus. Adm., M.B.A. degree. Entered automobile business in 1946 with Brooke, Smith, French & Dorrance, Inc.

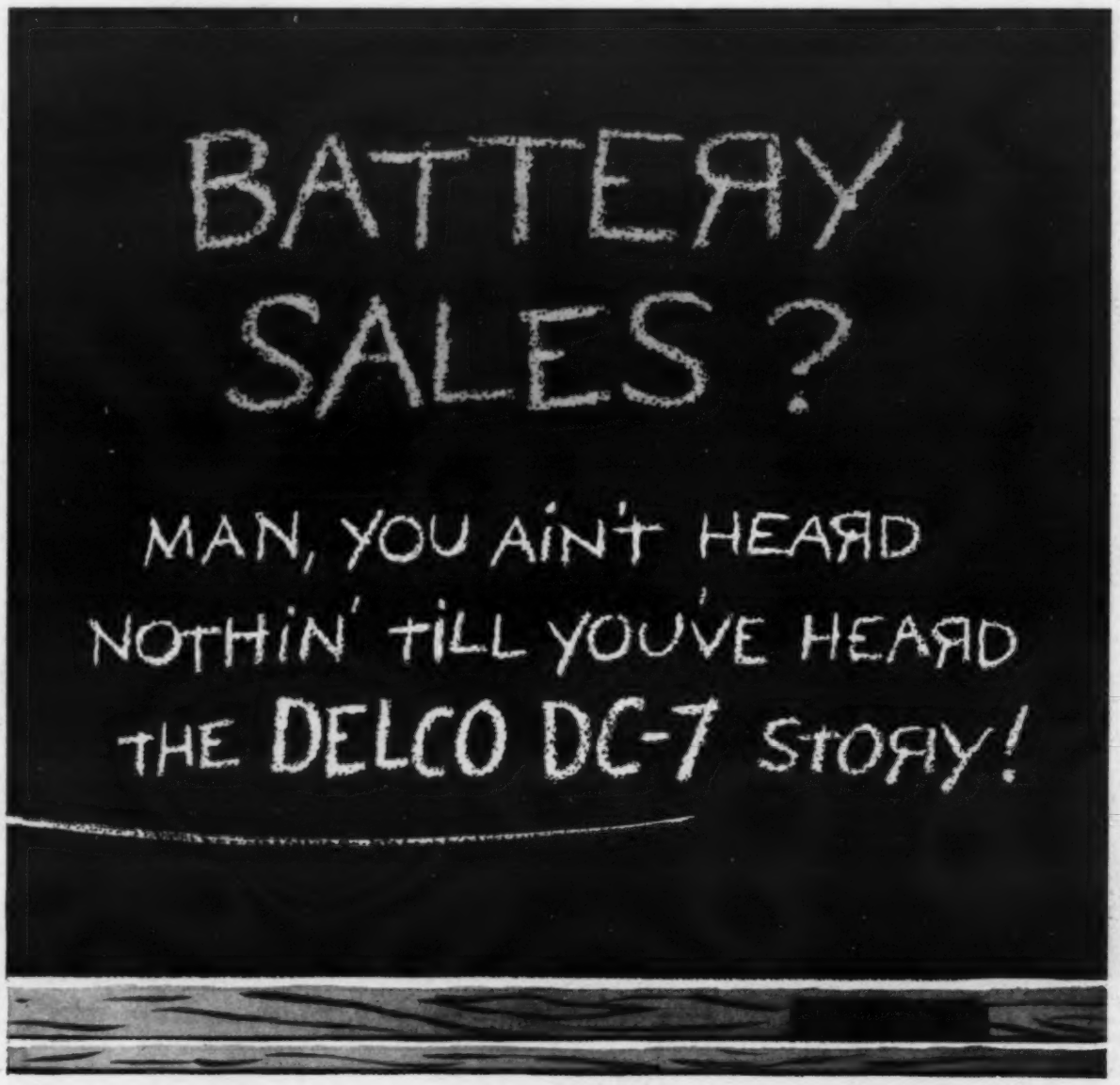
BOWIE, CHESTER EUGENE, gen. sales mgr., M-E-L Div., Ford Motor Co. Born in Cincinnati, O., Dec. 30, 1906. Drake Univ. Entered automobile business with Ford as clerk in 1929.

BOYD, VIRGIL E., field sales mgr. of American Motors Corp., since 1956. Born Benton, Kans., July 8, 1912. Amer. Business College. Entered automobile business in 1931 as asst. accounting mgr. for General Motors Acceptance Corp.

BOYES, DONALD L., with Delco-Remy Div. as gen. mgr. since Sept., 1957. GM Inst., Mass. Inst. of Tech. Entered automobile business as student at GMI on June 18, 1928 doing cooperative work at AC Spark Plug Div.

BRACKEN, D. J., gen. mfg. mgr. of M-E-L Div., Ford Motor Co., since 1953. Born in Kansas City, Mo., on Aug. 16, 1911. Entered automobile business in 1928 with GM as engineering student.

BRADEN, E. M., with Chrysler Corp. as dir. of Chrysler and Imperial sales since 1958. Born Limon, Colo., Nov. 5, 1910. Entered automobile business 1941 with Dodge Division, Chrysler Corp., as Pittsburgh District manager.



TALK ABOUT PROFITS! The new Delco DC-7 gives you price appeal *plus* substantial profit. The price structure of both the 6-volt and 12-volt DC-7 is set up to give you, the dealer, a more substantial profit than the next five well-known brands of batteries. Don't be misled on battery profits—get the real story on a real profit-maker from your Delco battery distributor.

TALK ABOUT SALES! Almost half the cars on the road come factory equipped with Delco. It's natural for owners to replace with the same brand. Nearly 25,000,000 replacement batteries are sold each year—and you'll increase your share of sales with the Delco line. Delco is backed with the strongest advertising and sales promotion campaigns in the business. And like all Delco batteries, the DC-7 carries a General Motors warranty that's good all over the United States and Canada. *PRICE, PROFIT and CONSUMER PREFERENCE, YOU'VE GOT 'EM ALL WHEN YOU HANDLE THE DELCO LINE INCLUDING THE NEW DC-7.*

Quality built by Delco-Remy, distributed nationally through UMS *General Motors STARTS with Delco Batteries*

AUTOMOTIVE NEWS FAMILY ALBUM

BRADLEY, DAN T., vice-pres. and technical advisor, Clevite Harris Products, Inc., unit of Clevite Corp. Born Grand Rapids, Mich. Oberlin College. Entered automobile business in 1922 with Paige Detroit Motor Co.

BRADLEY, THOMAS, pres. and chmn. of board of Shelier Mfg. Corp. since 1953, vice-pres. since 1940. Born Atlantic City, N. J., Oct. 12, 1894. Entered automobile business in 1911 at Detroit as clerk for Paige-Detroit Motor Car Co.

BRADY, C. ALLAN, gen. mgr. of Missile Div., Chrysler Corp., since Jan., 1958. Born Williamsport, Pa., Apr. 2, 1902. Univ. of Mich. grad. Entered automobile business in 1926 with Chrysler Corp.

BRANDENBURGER, HERMAN H., with Wagner Electric Corp. as mgr. Automotive Parts Div. since Dec. 1, 1945. Born in St. Louis, Mo., Aug. 29, 1898. One year college. Entered automobile business in 1925 at St. Louis with Wagner Electric Corp. in Service Div.

BREDIMUS, FRANK L., pres. Globe Hoist Co. Born Des Moines, Ia. May 9, 1907. Univ. of Iowa. Entered automobile business in 1932 with Globe Hoist Co. as assistant treasurer.

BRADLEY, HOWARD E. JR., adv. rep. for Automotive News since 1954. Born Jersey City, N. J., Oct. 2, 1926. St. Peter's Coll., B.S. degree. Entered automobile business in 1954 at N. Y. with Automotive News.

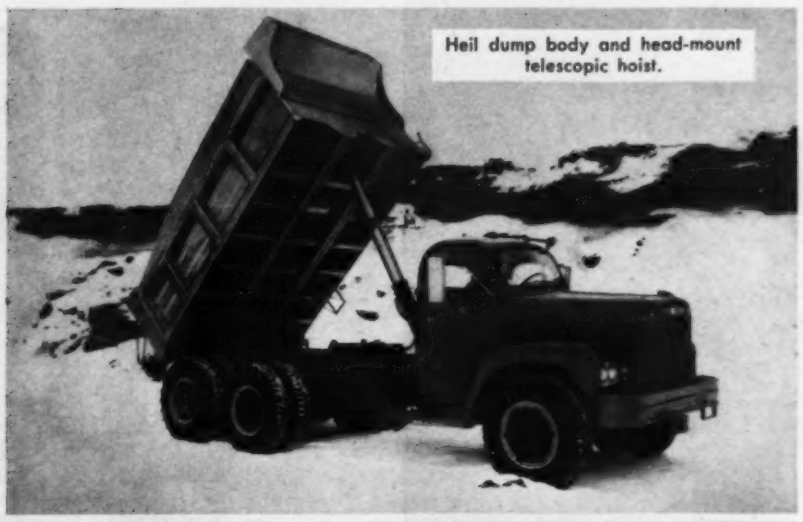
BRADSHAW, JAMES L., asst. gen. sales mgr. in charge of midwest, southwest & Pacific regions of Buick Motor Div. Born Pittsburgh, Pa. April 23, 1907. Carnegie Tech. Entered automobile business in 1926 as a clerk in the Pittsburgh zone office.

BRAENDEL, HELMUTH G., vice-pres. in chg. of engrg. Wilkening Mfg. Co. since 1957. Born West New York, N. J., Dec. 11, 1910. Stevens Inst. of Tech., M.E.; Inst. of Tech. of Darmstadt, Germany, M.M.E.; Chrysler Inst. of Engrg. Entered automobile business in 1935 with Chrysler Corp. as student engr.

BRAUN, ADOLPH F., chief engr. of Rochester Products Div., General Motors Corp. since 1957. Born Dakota, Wis., Jan. 8, 1906. Univ. of S. Dak., B.S. degree in M.E. Entered automobile business in 1928 as student engr. with Buick Motor Div. of General Motors.

BREECH, ERNEST ROBERT, with Ford Motor Co. since 1946, as chmn. of bd. since Jan., 1955. Born in Lebanon, Mo., Feb. 24, 1897. Drury Coll. Wharton Sch. of Comm.; C.P.A. degree, Univ. of Illinois. Entered automobile business in 1923 at Chicago with Yellow Cab Mfg. Co. as comptroller.

Sell the world's most complete line of dump truck body equipment...HEIL

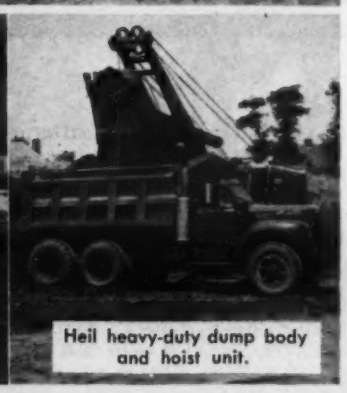


Heil dump body and head-mount telescopic hoist.

Heil twin telescopic conversion hoist.

Hy-Tec hydraulic dump trailer.

Colectomatic refuse body.



Heil heavy-duty dump body and hoist unit.

THE Heil line is unmatched both for range of products and quality of design, engineering and performance. Your Heil distributor has the complete story on any or all equipment listed here . . . see him soon and be sure your trucks are equipped with the finest you can buy.

DUMP TRUCK BODIES FROM 2 TO 50 TONS AND UP STEEL OR ALUMINUM

Medium-duty
Heavy-duty
Rock bodies

FRAMELESS DUMP TRAILERS

Hy-tec
Hy-spill

HYDRAULIC HOISTS LIFT CAPACITIES TO 50 TONS AND UP

Twin-arm type
Head-mount telescopic
Twin telescopic

FARM CONVERSION HOISTS

Twin-arm type
Twin telescopic
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REFUSE COLLECTION BODIES

Colectomatic bodies — 13, 16, 20 cu. yd.
New Pakomatic bodies

ELEVATING TAILGATES

Heiloaders — 2,000; 3,000; 4,000-lb. capacities

SPECIAL LOW-BED AND OTHER TRAILERS

THE HEIL CO.
MILWAUKEE 1, WISCONSIN

DUMP BODIES and HOISTS

BREER, C. FRED, vice-pres. and gen. mgr. of McCulloch International, Inc. since 1951. Born Detroit, Mich., July 7, 1919. Stanford University. Entered automobile business in 1941 with Chrysler Motors.

BRENDEL, LYNN C., general sales manager Allen Electric and Equipment Co. since 1958. Joined Allen Electric in 1946. Born Jeffersonville, Ind., 1907. Entered automobile business 1925 with Delco-Remy, Anderson, Ind.

BRENNAN, JOHN E., vice-pres. and group exec. of stamping and chassis parts of Chrysler Corp. since Mar. 31, 1958. Born Tomah, Wis., 1912. Univ. of Wis. With Chrysler Corp. since 1934.

BRENNEKE, ARTHUR M., chief engr. of Perfect Circle Corp. since Sept., 1954. Born New Castle, Ind., March 25, 1910. Purdue Univ. Entered automobile business in 1930 at Hagerstown as engr. with Perfect Circle Corp.

BRENNER, JAMES H., asst. gen. sales mgr. of Studebaker-Packard Corp. Born New Castle, Pa. Westminster College, BBA degree, Harvard School of Bus. Adm. MBA degree. Entered automobile business in 1946 with Studebaker-Packard Corp. as special serv. rep.

BRESNAHAN, WILLIAM A., gen. mgr. of National Automobile Transporters Assn. since 1957. Born Washington, D. C., July 5, 1915. George Washington Univ. Entered automobile business in 1938 at Washington as asst. editor, Transport Topics.

BRIDGE, FRANK V., gen. sales mgr., Pontiac Div. since 1956. Born in Plankington, S. D., Jan. 22, 1904. Univ. of S. D., S. D. School of Mines. Entered automobile business as a Buick retail salesman at Rapid City, S. D., in 1926.

40 YEARS

of fine *Craftsmanship* in metal!

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Quality AUTOMOTIVE HARDWARE

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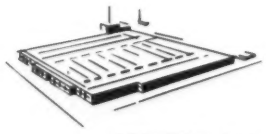
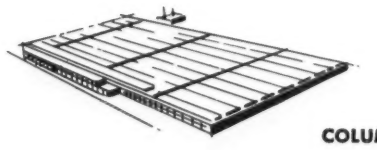
GENERAL MOTORS

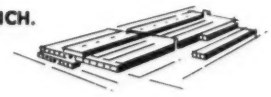


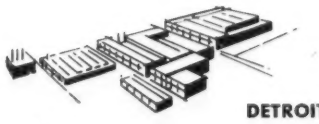
TRENTON, N.J.



COLUMBUS, OHIO

FLINT, MICH.





DETROIT, MICH.

AUTOMOTIVE NEWS FAMILY ALBUM

BRIGGS, CLARE E., vice-pres. of Chrysler Corp., gen. mgr. of Chrysler and Imperial Div. Born Port Huron, Mich., Aug. 25, 1901. Detroit Institute of Technology, B.Sc. degree. Entered automobile business in 1923 at Detroit with Paige-Detroit Motor Car Co. as clerk.

BRIGHT, R. S., group vice-pres., auto. mfg. of Chrysler Corp. since 1958. Born in Plaindealing, La., May 21, 1912. Graduated from Univ. of Tennessee. Entered automobile business with Chrysler in 1938.

BROGAN, E. B., mgr. of Rambler adv., American Motors Corp., since 1956. Born Marietta, O., on Nov. 30 1923. Duke University, Emory University. Entered automobile industry in 1951 with Nash Motors as asst. to the car dist.

BROWDER, GEORGE R., Western Div. sales mgr. of American Motors Corp. since 1957. Born Henderson, Ky., 1897. Entered automobile business in 1919 with General Motors sales department.

BROWN, HOLMES M., mgr. of public relations of Ford Division since 1953. Born Prescott, Kans. Iowa State College, B.S. degree business adm. Entered automobile business with Pennsylvania Rubber Co.

BRIGGS, JOHN H., with The Gabriel Co. as pres. since 1941. Born in Cleveland, O., in 1906. Yale grad. Harvard grad. Entered automobile business in 1940 with Gabriel.

BRINK, VICTOR Z., overseas distributors and export mgr., Ford International Div. Born Matlock, Ia. Univ of Nebr., Columbia Univ. Entered automobile business in 1945 as vice-pres. of Continental Industries.

BROTHER, DORAN P., with D. P. Brother & Co. as pres. since 1934. Born in Missouri. Entered automobile business in 1918.

BROWN, CHARLES S., gen. pur. agent of M-E-L Div., Ford Motor Co., since 1951. Born in Detroit Jan. 7, 1901. Entered automobile business in 1919 at Highland Park in drafting dept.

BROWN, J. L., JR., asst. to the pres. of American Motors Corp. since 1954 and secretary since 1956. Born Winchester, Mass. Graduate of Harvard Graduate School of Business Adm. Entered automobile business in 1947 as asst. to vice-pres., Nash-Kelvinator Corp.

BROWN, WALTER F., dir. auto. sales, U. S. Rubber Co., since 1958. Born Aug. 19, 1914. Grad. Syracuse Univ. Entered rubber business in 1945 at Springfield, Mass. with U. S. Rubber Co.

BROWN, WILLARD W., pres. of Cleveland Graphite Bronze Co., Div. of Clevite Corp. since 1955. Dir. of Clevite Corp. Born Cleveland, O., June 11, 1915. Yale Univ. Entered automobile business in 1951 with Cleveland Graphite Bronze Co.

BROWN, WILLIAM A. JR., vice-pres. and gen. mgr. of Alemite and Instrument Division of Stewart-Warner Corp. since 1956. Born Kansas City, Mo., 1908. Albion College, A.B. degree, Mass. Inst. of Tech., S.B. M.E. degree. Entered automobile business in 1956 at Chicago in present capacity with Stewart-Warner Corp.

BROWNYER, NELSON R., with Rockwell-Standard Corp. as vice-pres. and dir. of engrg. in axle divisions. Born in Bay City, Mich., July 10, 1900. Entered automobile business in 1917 at Detroit with Paige Motor Car Co. as draftsman.

BUCKMINSTER, PHILIP N., managing dir. of Chrysler International, S.A. since Sept., 1958. Born Walcott, N. Y., July 27, 1916. Univ. of Mich. grad. Entered automobile business in 1957 with Chrysler Corp.

BUDD, EDWARD G., JR., with Budd Co. as pres. since 1946. Born in Philadelphia March 23, 1902. Wesleyan Univ., B.S. degree. Entered automobile business in 1923 at Philadelphia with Budd Co. as apprentice.

BUGAS, JOHN S., with Ford Motor Co. as vice-pres., industrial relations and International group. Born Rock Springs, Wyo., Apr. 26, 1908. Univ. of Wyo. LL.B., LL.D. Entered automobile business with Ford Motor Co., 1944.

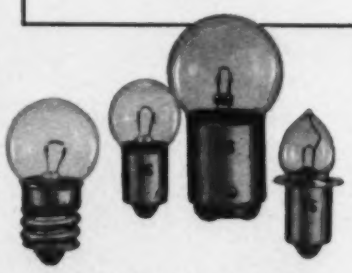
TUNG-SOL
First in Automotive Lighting

VISION-AID HEADLAMPS

Ever since 1907 when Tung-Sol produced the first electric headlamp it has held a position of leadership in supplying the headlighting needs of passenger car, truck and bus manufacturers . . . a position Tung-Sol maintains thru the dependable performance of Vision-Aid headlamps under the most exacting road conditions.

DIRECTION SIGNAL FLASHERS

In 1939 Tung-Sol developed the first flasher. Today—more than 100,000,000 flashers later—Tung-Sol asserts its leadership thru the introduction of the first heavy duty flashers for fleet vehicles.



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From bumper to bumper and floor to dome Tung-Sol supplies automotive manufacturers more miniature lamps in both type and quantity than any other producer.

CIRCUIT BREAKERS

Tung-Sol circuit breakers — thru positive "snap open action" — provide the complete protection against overloading and shorting an increasing number of accessory motors require. They also guard against excess battery drain and damage to the breakers themselves.

TUNG-SOL ELECTRIC INC.
NEWARK 4, NEW JERSEY

MAKE MORE PROFIT

with the 'Jeep' Franchise

Compare your present profits with the profits you can make... and keep... as a 'Jeep' dealer. 'Jeep' dealers report average retained gross profits of $447.74 per sale—*after washout!* This kind of profit can be yours—with the 'Jeep' Dealer Franchise.

Retain higher gross profits. As a 'Jeep' dealer, you will not be competing with every other dealer in town on trade-in overallowances and discounts. For many jobs in agriculture, industry, public service and business, *only* 'Jeep' 4-wheel drive vehicles have the extra traction to get the job done better and faster. In addition, 40.2% of all reported 'Jeep' sales are clean deals, and the constant demand for trade-in 'Jeeps' regularly brings prices well above book value.

Make more profit on your present investment. If you're an automotive or truck dealer, you can add the 'Jeep' franchise to your present line with practically *no increase in overhead!* 'Jeep' vehicles will expand your market to a wide range of new prospects in business, public service, agriculture and related fields. Along with high retained profit on 'Jeep' vehicles, you'll make extra profits on parts, service and 'Jeep'-Approved equipment. When a 'Jeep' owner has a new job to do, he returns to his 'Jeep' dealer for special equipment.

Get all the facts. Learn how the 'Jeep' franchise can increase *your* profits, either added to your present line—or as your exclusive line. Just fill out and mail this coupon.

'Jeep'® 4-WHEEL DRIVE VEHICLES KEEP AMERICA ON THE MOVE

KAISER WILLYS MOTORS

...one of the growing KAISER industries

Tune in **"MAVERICK"** every Sunday night!

Dealer Franchise Department 628
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BUSINESS_____ POSITION_____

AUTOMOTIVE NEWS FAMILY ALBUM

BULKELEY, MILTON, gen. mgr. of National Seal Div., Federal-Mogul-Bower Bearings, Inc., since 1956. Born Oakland, Calif., May 26, 1897. Stanford, Harvard, A.B., M.B.A. degrees. Entered automobile business in 1942 as treas. of Nat'l Motor Bearing Co.

BUTTERFIELD, JOHN P., dir of Advanced Projects Organ., Chrysler Corp., since Jan., 1959. Born Fountainhill, Pa., Apr. 23, 1916. Lehigh Univ., Harvard Univ., Chrysler Inst. of Engrg., B.E. degree. Entered automobile business in 1938 with Chrysler Corp.

BUXTON, WILLIAM J., gen. serv. mgr. of Oldsmobile Div. since March, 1955. Born Silver Plume, Colo., Feb. 22, 1912. Entered automobile business in 1931 as lubrication mechanic.

BYCHINSKY, EUGENE S., gen. mgr. of Electrical Equip. Div., Chrysler Corp. Born Pittsburgh, Pa., Dec. 26, 1916. Univ. of Mich., B. E. degree. Entered automobile business in 1955 with Chrysler Corp.

CALLAHAN, JOSEPH M., engineering editor of Automotive News since 1957. Born Detroit, Mich., Sept. 22, 1921. Univ. of Detroit, B. S. degree. Entered automobile business in 1953 at Detroit as staff writer with Automotive News.

BULL, ARTHUR W., dir. of tire develop. for U. S. Rubber Co. since 1946. Born Keeseville, N. Y., Ph. D. Cornell. Entered rubber business at Passaic, N. J., as a chemical engineer in 1928.

BUTTERFIELD, KENNETH C., with Chrysler Corp. as staff master mechanic since Nov., 1956. Born Sept. 6, 1911, in Lansing, Mich. Mich. State Univ. Entered automotive field in 1951 with Fisher Body Div. of General Motors.

BUZARD, R. M., with International Harvester Co. as vice-pres. since Dec., 1957. Born Ashland, O. Ashland College. Entered automobile business in 1922 at Ashland, O., with International Harvester Co.

CALLAHAN, J. T., vice-pres. of sales, B. F. Goodrich Tire Co., B. F. Goodrich Co. Born Van Buren, Okla. Entered rubber business in 1928 with B. F. Goodrich Co.

CALVI, GIUSEPPE M., gen. mgr. of Fiat Motor Co., Inc. since 1957. Born Pinerolo, Italy, Feb. 10, 1922. Univ. of Turin, PhD in economics. Entered automobile business in 1946 with Fiat S.P.A., Turin, Italy.

BULLARD, E. C., with The Bullard Co. as chmn. of the board and chief exec. officer. Born Bridgeport, Conn. Certis School, Brookfield, Conn. Sheffield School of Yale, M. E. Entered automobile business in 1917 with The Bullard Co.

BURKE, JOSEPH D., with Universal Sales, Inc. as vice-pres. and gen. sales mgr. since 1950. Born Detroit, Mich. Western High School. Entered automobile business in 1909 at Detroit with E.M.F. Co. as student trainee.

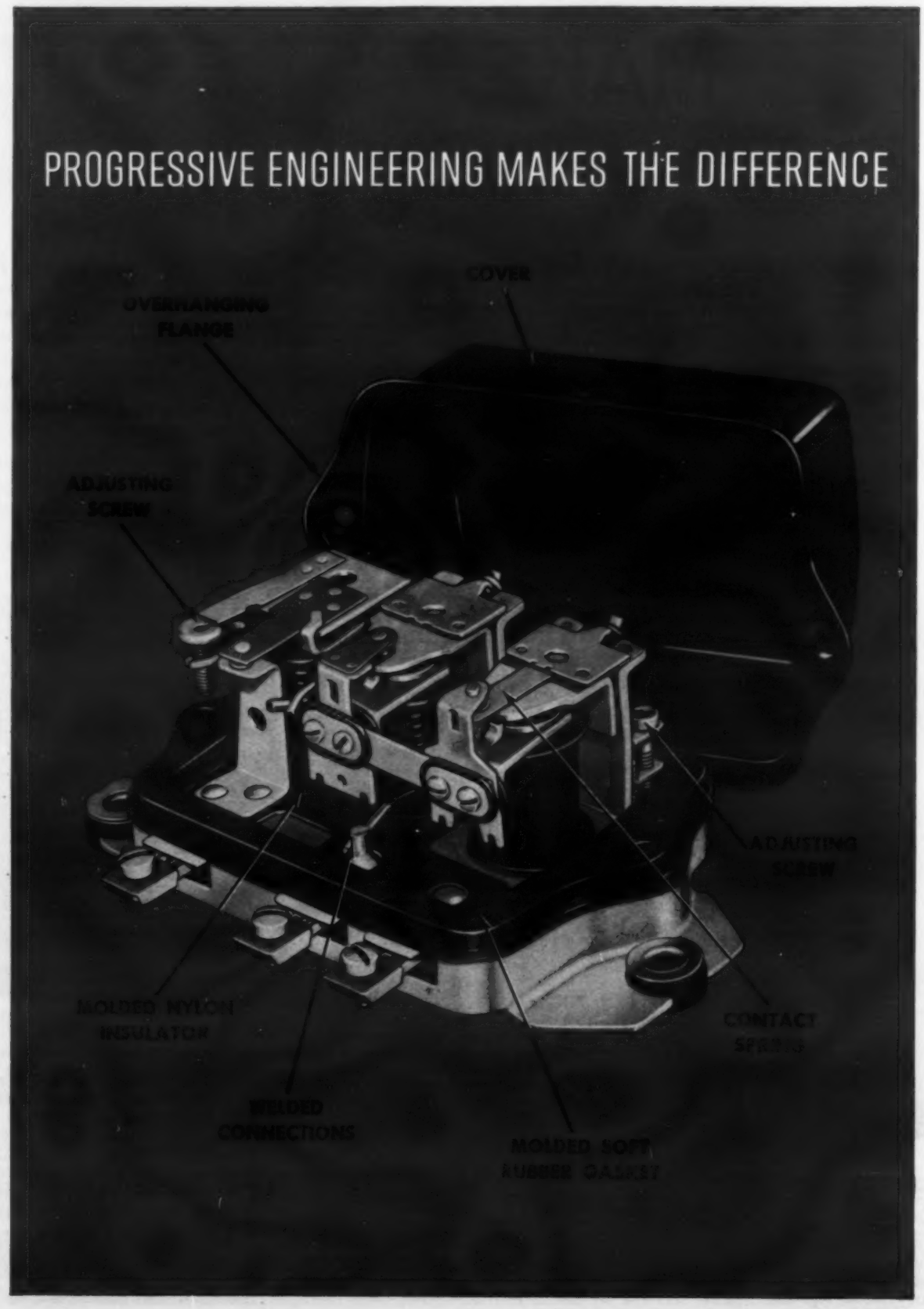
BURNETT, DAVID S., vice-pres. of Detroit Steel Prod. Div., Fenestra, Inc. since 1957. Born Detroit, Mich., June 22, 1902. Univ. of Detroit, A.B. degree. Entered automobile business in 1928 at Detroit as sales engr. with Eaton Mfg. Co.

BURNS, W. A., pres. of Trailmobile, Inc. Born Chicago, Ill., 1911. Univ. of Chicago. Entered trailer business in 1950 as vice-pres. and sales mgr. of Trailmobile.

BURR, HOWARD V., gen. parts and serv. mgr. of Willys Motors, Inc. Born Central Lake, Mich., Dec. 21, 1916. Mich. State Univ., B.A. degree. Entered automobile business in 1946 at Willow Run with the Kaiser organization.

BUSH, EARL J., with Diamond T Motor Car Co. as chmn. of bd. of dir. since 1956. Born in Topeka, Kans., May 12, 1891. Washburn College, Northwestern Univ. Entered automobile business in 1919 at Chicago with Diamond T Motor Car Co. as asst. sales mgr.

BUTLER, ARTHUR C., Natl. Hwy. Users Conference, director since 1945. Born Newport, R. I., in 1904. Entered automotive field in 1930 in motor truck public relations, National Automobile Chamber of Commerce in New York.



AUTOMOTIVE NEWS FAMILY ALBUM

CAMERON, JAMES L., director of supplier relations, Ford Motor Co. Born Eldora, Ia., April 24, 1914. B.A. from Grinnell College and law degree from University of Iowa. Joined Ford in 1947 in the office of the general counsel. Entered purchasing in 1952.

CAMPBELL, COLIN, exec. vice-pres. of Campbell-Ewald Co. since 1958. Born July 24, 1908, in Walkerville, Ont. Entered advertising business in 1926 and identified with Chevrolet operations since 1935. Became account executive on Chevrolet in 1945.

CANTERBURY, JOHN S., material control mgr. of Ford Div. since 1958. Born Marion, O. Ohio Northern Univ. B.A. degree, Univ. of Denver, M.B.A. degree. Entered automobile business in 1951 with Ford Motor Co.

CARDOZE, HARRY E., JR., nat. used car mgr. of American Motors Corp. since 1954. Born Albany, N. Y., Feb. 24, 1899. Entered automobile business in 1916 as mechanic retail dealership.

CARRIGAN, TRACY, mgr. of eastern operations of John Bean Div., Food Machinery & Chemical Corp., since 1933. Born Centralia, Ill., 1906. Univ. of Ill., B.S. degree. Entered automobile business in 1926 at Detroit as engine tester with Packard Motor Car Co.

CAMP, T. L. gen. mgr. of Federal-Mogul Service Div. Vice-pres. of Federal-Mogul-Bower Bearings, Inc. Born Atlanta, Ga., Apr. 22, 1905. Entered automotive field in 1925 with Automotive Gear Co. Joined Federal-Mogul in 1930.

CAMPBELL, L. J., with Firestone Tire & Rubber Co. as vice-pres., chg. of all company subsidiaries other than tires. Born Washington, D. C., Oct. 27, 1906. New York Univ., B.C.S. degree. With Firestone since 1942.

CAPPI, JOSEPH A., vice-pres. of The Electric Auto-Lite Co. since 1950. Born Norfolk, Va. New York Univ., Univ. of Toledo. Entered automobile business in 1925 at Brooklyn with Safe-T-Stat Co.

CARGILE, L. CLARE, former pres. Nat'l. Automobile Dealers Assn. Born Bentonville, Ark., 1894. Univ. of Arkansas, B.A. Kappa Sigma. Entered automobile business in 1923 at Texarkana, Ark., as dealer.

CARTER, BERTRAM M., with Dodge as dir. car sales activities since 1958. Joined Dodge in 1934 as sales promotion mgr. Entered automobile business in 1925 as a sales representative for Durant.

CARY, BEECHER B., vice-pres. of engrg. of The Standard Products Co. since Jan., 1957. Born Miami, Fla., Oct. 18, 1908. Univ. of Mich., B.S. engrg degree. Entered automobile business in 1932 at Jackson as research engr. with Automotive Fan & Bearing Corp.

CASERIO, MARTIN J., gen. mgr. of Delco Radio Div., General Motors Corp., since Nov., 1958. Born Laurium, Mich., 1916. Mich. College of Mining and Tech., B.S. degree. Entered automobile business in 1937 at Flint in metal research dept. of AC Spark Plug Div.

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CASS, ROBERT, with White Motor Co. as asst. to the pres. since 1951. With the firm since 1925. Born London, England, 1896. London Univ. Entered automobile business in 1925 with present company as engr. sec.

CASSERLY, JOHN P., mgr. national accounts, Automotive Div., Exide, Willard, Grant, The Electric Storage Battery Co. Born Far Rockaway, N. Y. Aug. 11, 1912. Rensselaer Polytechnic Inst., Univ. of Mich., E.E. degree. Entered automobile business in 1937 at Philadelphia with The Electric Storage Battery Co.

CASSIDY, K. D., group dir.-body group, Ford Motor Co., since 1958. Born Detroit, Mich., Nov. 11, 1898. Entered automobile business in 1934 as cost accountant with Fisher Body Div.

CASTLES, DAVID E., pres. Castles Wilson Buick Co., St. Louis. Past pres. and regional vice-pres. NADA. Born Kansas City, Mo. Entered automobile business in 1909 at Dallas, Tex., with Buick in parts department.

CAWTHON, W. C., plant mgr. of Plymouth Detroit assembly plant since Feb., 1959. Born Roxton, Texas, Sept. 1, 1922. Cornell Univ., M.E. degree. Entered automobile business in 1947 with Chrysler Corp. as chassis engr.

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Each of the fine automobiles shown here shares in the quality of Ford Motor Company's leadership in design, development, and manufacture—yet each is basically different. Unlike the cars of competitors, Mercury, Edsel, and Lincoln do not share body shells with each other. Each has its own styling, its own individuality, its own competitive superiorities.

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M·E·L Division

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LINCOLN ▲

CONTINENTAL MARK IV ▲

MERCURY ▼

AUTOMOTIVE NEWS FAMILY ALBUM

CENZER, CARL W., exec. body engr. of American Motors Corp. since 1956. Born Bridgeport, Conn., June 14, 1908. Entered automobile industry in 1928 as body and chassis detailer with Dodge Bros.

CHAMBERS, R. W., market representation mgr. of Ford Motor Co. Harvard Univ., Dr. degree in marketing. Entered automobile business in 1950 at Detroit as mgr. of market research at Lincoln-Mercury Div.

CHAPMAN, E. J., Pontiac fleet sales mgr. since Sept., 1958. Born Dec. 27, 1902 at Oakland, Calif. Entered automobile field as San Mateo (Calif.) dealership sales mgr. in 1929. Attended St. Mary's College in Oakland.

CHASE, WILBUR, JR., truck marketing mgr. of Ford Div. since 1957. Born New York, N. Y., Dec. 31, 1918. Lehigh Univ., B.A. degree. Entered automobile business in 1946 at Long Beach, Calif. as sales rep. trainee with Ford Motor Co.

CHAYNE, CHAS. A., with General Motors as vice-pres. in chg. of engrg. staff. Born in Harrisburg, Pa., in 1898. B.S. from Mass. Inst. Tech. Theta Xi fraternity. Entered automobile business in 1926 at Williamsport, Pa., with Lycoming Mfg. Co. as exp. engr.

CHAFFIN, DEAN, pres. of National Automobile Dealers Assn. since 1958. Born in Montana. General Motors dealer in Bozeman, Mont.

CHAPIN, ROY D. JR., exec. vice-pres. and gen. mgr. of Automotive Div., American Motors Corp., since 1956. Born Grosse Pointe, Mich., Sept. 21, 1915. Graduate of Yale Univ. Entered automobile industry in 1938 with engrg. dept. of Hudson Motor Car Co.

CHARIPAR, JACK E., chief engr. and dir. of product, Plymouth Div., Chrysler Corp., since May, 1958. Univ. of Mich., engrg. degree. Entered automobile business in 1947 as grad. student in Chrysler Inst. of Engrg.

CHASE, WILLIAM B., pres. of Shatterproof Glass Corp. since 1928. Born Unandilla Forks, N. Y., Oct. 17, 1896. Univ. of Mich., B.A. degree.

CHESEBROUGH, HARRY E., with Chrysler Corp. as vice-pres., gen. mgr. of Plymouth Div. since April, 1958. Born July 13, 1909, in Ludington, Mich. Univ. of Mich. Joined Chrysler Corp. in 1932 as grad. student in Chrysler Inst. of Engrg.

CHILDS, WALTER C., dir. of prod. programming and traffic staff, Chrysler Corp., since April, 1958. Born Brooklyn, N. Y., June 4, 1919. Central Mich. College grad. Entered automobile business in 1946, joined Chrysler Corp. in 1956.

CHRISTENSON, LEROY W., with The Cleveland Graphite Bronze Co., div. of Clevite Corp. since 1924; vice-pres. sales since 1948. Born Reno, Nev., Sept. 2, 1895. Entered automobile business in 1915 at Cleveland, O., with Grant Motor Car Co. as gen. mech.

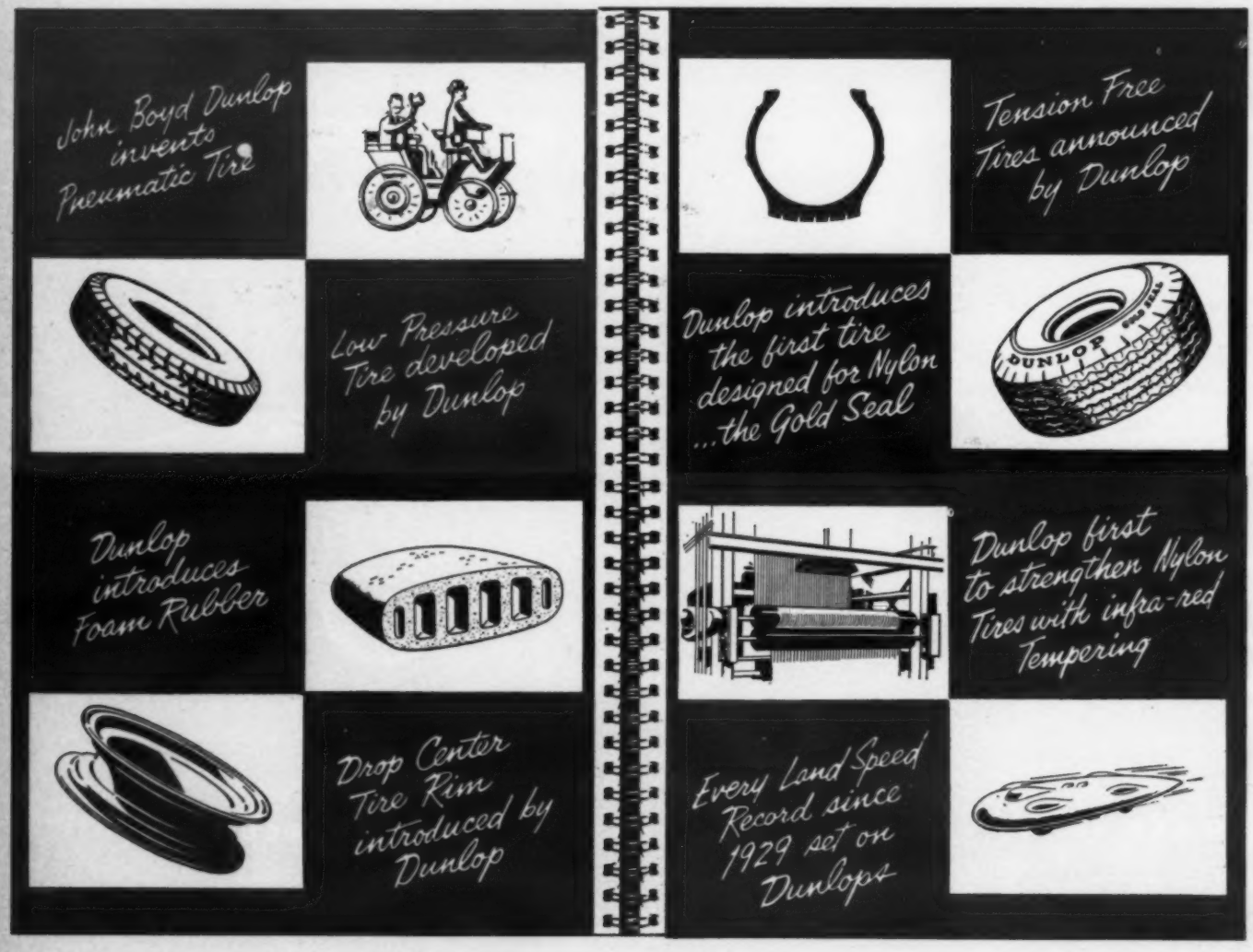
CHRISTIAN, FRANK T., with Eclipse Mach. Div., Bendix Avia. Corp., as chief engineer since 1945. Born Elmira, N. Y., Jan. 5, 1907. Bucknell University, M. E. degree. Entered automobile business in 1929 with Eclipse Mach. Co. as engineer.

CHRISTIE, CLOWES M., pres. of The Dayton Rubber Co. since 1957. Born Vanceborough, Maine. New Brunswick Univ.

CHRISTOPHER, RAYMOND F., with Sun Electric Corp. as vice-pres., dir. Export Div. Born Primghar, Ia., in 1897. Buena Vista, bus. adm. Entered automobile business in 1921 at Omaha, Neb., with O. L. Rhoades Co., as sales representative.

CHURCH, JOHN R., dir. of merch. and aviation sales of AC Spark Plug Div., General Motors Corp., since 1958. Born Bay City, Mich. Oct. 30, 1916. Entered automobile business in 1940 at Saginaw as dealer merchandiser with AC Spark Plug Div.

CHURCHILL, HAROLD E., pres. of Studebaker-Packard Corp. Born Penn, Mich., July 4, 1903. Western State Teachers College; Univ. of Mich. Entered automobile business in 1925 with Dodge in Detroit. Joined Studebaker 1926 as a draftsman.



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AUTOMOTIVE NEWS FAMILY ALBUM

CLARK, RENSSELAER W., pres. of United Industrial Corp. Born in Hudson Falls, N. Y., Aug 18, 1885. U. S. Naval Acad. Entered automobile business with Hayes Mfg. Corp. as pres.

COGSWELL, RICHARD B., dir. of merch. of Buick Motor Div. Born Royal Oak, Mich., Sept. 19, 1924. Univ. of Mich. Entered automobile industry in 1948 at Chicago with Buick Div. as service rep.

COLBERT, L. L., pres. of Chrysler Corp. since Nov. 3, 1950. Born in Oakwood, Tex., June 13, 1905. Univ. of Tex., B.B.A.; Harvard Law School, LL.B. Entered automobile business in 1933 at Detroit with Chrysler Corp. as resident attorney.

COLE, EDWARD N., gen. mgr. of Chevrolet Div., General Motors Corp., since 1956. Born Marne, Mich., Sept. 17, 1909. Graduate GM Institute. Entered automobile business in 1933 as laboratory asst., Cadillac engineering dept.

COLLINS, DON H., with Hastings Mfg. Co. as dir. of adv. since 1946. Born in Hoopeston, Ill., Jan. 25, 1902. High school. Entered automobile business in 1920 at Indianapolis with Sidener-Van Riper Adv. as leg man for prod. (Eclipse Bendix Drive, Perfect Circle) dept.

CLARK, ROBERT E., west coast adv. rep. of Automotive News since July, 1958. Born Detroit, Mich., Jan. 13, 1924. Univ. of Illinois. Entered automobile business in 1958 with Automotive News.

COHILL, JOHN L., vice-pres. special assignments of The Firestone Tire & Rubber Co. since 1957. Born Altoona, Pa. Mar. 25, 1894. Carnegie Institute of Technology, Royal Military Acad., England, and Oxford Univ. Entered automobile business in 1920 in India with Firestone distributors.

COLE, BERTRAM L., gen. sales mgr. of American Bosch Div. since 1957. Born New York, N. Y. June 9, 1911. Entered automobile business in 1957 as dir. of marketing comml. prods. at American Bosch.

COLE, JACK E., sales mgr., Equip. Sales Div., Raybestos - Manhattan, Inc., since 1952. Born New Albany, Indiana, Mar. 1, 1913. Univ. of Wis., PhB. degree. Entered automobile business in 1939 at Cleveland as dist. mgr. for Raybestos - Manhattan, Inc.

COLLINS, GEORGE R., gen. sales mgr., Reo Div., The White Motor Co., since Apr. 1958. Born in Grand Rapids, Mich. High school. Entered atuomobile business in 1942 as a consultant for McDonald Brothers of Boston.

CLARK, WILLIAM E., vice-pres. of U. S. Rubber Co., gen mgr. textile div. Born Cannonsville, N. Y., Feb. 28, 1905. Entered rubber business at Binghampton with Standard Oil Co. of N. Y.

CLEARY, JAMES M., with Roche, Rickerd and Cleary, as vice-pres. since 1933. Born Hubbell, Neb., 1887. Univ. of Illinois, A.B. degree; Northwestern Univ., LL.B. Chicago Tribune 1907 - 1925; Studebaker 1925-1932; White 1933.

CLEMESON, GEORGE J., asst. gen. sales mgr. of Oldsmobile Div. Born Sept. 16, 1909 in Milwaukee, Wis. Joined GM in 1941 as insurance adjuster with Motors Insurance Corp. Began with Oldsmobile as district manager at Milwaukee in 1945

CLOUSER, WALTER A., with Muskegon Piston Ring Co. as vice-pres. in chge. of sales. Born in Philadelphia, Pa., 1897. Entered automobile business in 1914. Joined Muskegon Piston Ring in 1944 and became mgr. of the Detroit Office.

COATS, GEORGE S., asst. gen. sales mgr., M-E-L div., Ford Motor Co. Born Crescoe, Ia. G. M. School of Technology, Cass Institute of Technology. Entered automobile business in 1938 with Ford Motor Co.

COBEY, HERBERT T., vice-pres. of The Perfection Steel Body Co. since 1949. Born Galion, Ohio, Oct. 2, 1917. Harvard Univ., B.S. degree. Entered truck equip. business in 1939 at Galion as salesman for The Perfection Steel Body Co.

COBEY, RALPH, pres. of The Perfection Steel Body Co., since 1950. Born Sycamore, Ohio, Aug. 15, 1909. Carnegie Tech. Entered hoist and body business in 1928, at Galion as engr. with The Perfection Steel Body Co.

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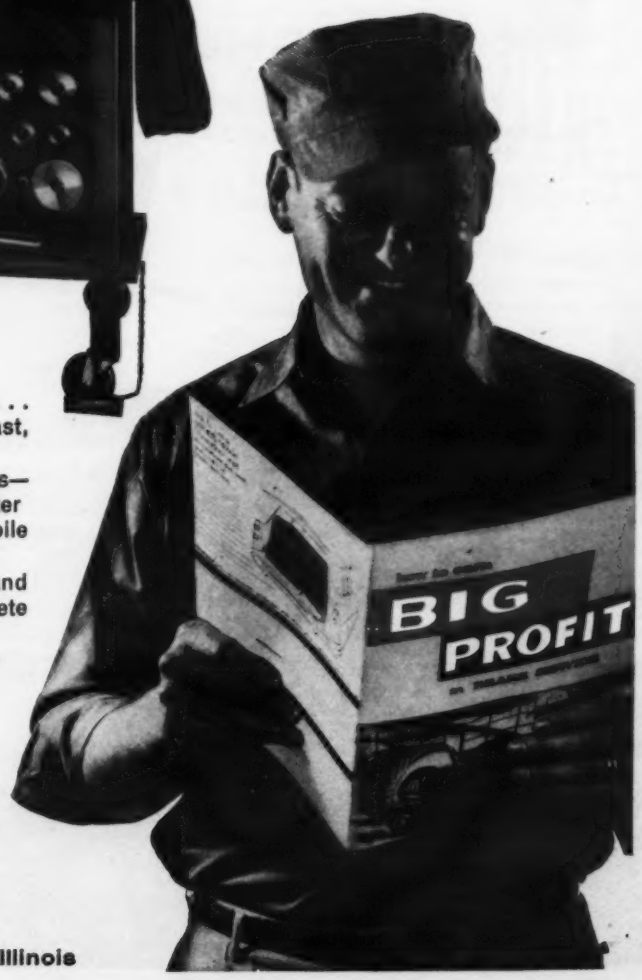

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AUTOMOTIVE NEWS FAMILY ALBUM

COLLYER, JOHN L., with B. F. Goodrich Co., Akron, O., as pres., 1939 to 1950; chmn. and pres., 1950 to 1954; chmn. of the board, 1954. Born in Chelsea-on-Hudson, N. Y., Sept. 18, 1893. Cornell Univ., M.E. Entered automobile business in 1923 at Buffalo with Dunlop Tire & Rubber Co. as vice-pres.

CONDE, JOHN A., mgr. of pub. rel. services, American Motors Corp. since 1956. Born St. Louis, March 25, 1918. Univ. of Missouri. Entered automobile industry in 1945 in pub. rel. dept. of Nash-Kelvinator.

CONLAN, J. E., national truck manager of Chevrolet Motor Div., since Dec., 1956. Born in Toledo, O., and joined Chevrolet at Janesville, Wis., in 1940 as dist. mgr. Served as Zone and Regional Truck Mgr. at Chicago before coming to Detroit in January, 1955 as ass't. manager of National Truck Sales Dept.

CONNER, RAY C., gen. mgr. Mobile Hydraulics Dic., Vickers, Inc., since 1957. Born Los Angeles, Calif., Nov. 11, 1916. U.C.L.A., Stanford Univ., B.S. degree in engrg., M.E., degree. Entered automotive engineering field in 1940 at Aberdeen Proving Grounds.

COOK, HOWARD W., fleet sales mgr. of Ford Div., Ford Motor Co., since 1954. Born E. Jordan, Mich. Entered automobile business in 1926 attending Ford Trade School.

COLMAN, BEN, vice-pres. Evans Products Co., pres. Greenville-Evans Co.; vice-pres., National Defense Transportation Assoc. Born Mine LaMotte, Mo., Jan. 7, 1894. Univ. of Missouri. Entered automobile business in 1926 at Plymouth, Mich., as sales engr. of Evans Products Co.

CONDON, JOHN T., Dir. of dealer rel., Chrysler and Imperial Div., Chrysler Corp. Entered automobile business as parts mgr. for Chalmers Motor Co.

CONLON, JAMES L., with Buick-Oldsmobile-Pontiac Div. of General Motors Corp. as gen-mgr. since May, 1952. Born Port Lambton, Ont., July 24, 1895. Univ. of Detroit. Entered automobile business in 1925 at Detroit with Ternstedt Div. as experimental mechanic and draftsman.

CONSOLMAGNO, JOSEPH E., mgr. of pub. rel. serv., Chrysler Corp., since June, 1957. Born Medford, Mass., April 7, 1918. Tufts College grad. Entered automobile business in 1948. Joined Chrysler Corp. in 1951.

COOPER, C. A., with Rockwell - Standard Corp. as vice-pres. and mgr. Misc. Prod. Div. since 1957. Entered auto business 1937 as asst. sec. and asst. treas. Timken - Detroit Axle Co.; gen. mgr. Bossert Div.

COOPER, WALTER J., General sales manager of Ford Division since 1957. Born in Los Angeles, graduate of Stanford Univ. Formerly with Ford Division Western regional sales mgr. Entered automobile business in 1936 with Ford Motor Co.

COPP, H. F., asst. chief engr. of Ford Div., Ford Motor Co. Born Eudora, Kans., July 5, 1922. Edison Inst. of Tech. Entered automobile business in 1946 as engine designer in Ford engrg. research dept.

CORNELL, F. S., exec. vice-pres. of A. O. Smith Corp. since 1956. Born Montclair, N. J. July 13, 1899. Lehigh Univ., M.E. degree. Entered automobile business in 1945 at Milwaukee as asst. to the pres. of A.O. Smith Corp.

CORTRIGHT, J. A., vice-pres. in charge of sales; with Clayton since 1935. Born Seattle, Wash., Nov. 19, 1893. High school. Entered automobile business in 1914 at Salt Lake City, Utah, with Bertram Motor Supply Co. as stock clerk.

COSGRAVE, EARL J., vice-pres. of Sheller Mfg. Corp. Born Albany, N. Y., July 1, 1890. Entered automobile business in 1917 at New York as sales mgr. of a Ford dealership.

COSTELLO, JOSEPH A., with Ethyl Corp. as vice-pres. since 1949. Born Scranton, Pa., Dec. 27, 1900. Penn. State Univ. B. S. Entered automobile business in 1928 with Ethyl Corp. as field rep.

COTES, MERVIN F., with Motor Wheel Corp. as pres. and gen. mgr. since 1952. Born Peoria, Ill., Sept. 8, 1899. Univ. of Ill. B.S. degree. Joined Motor Wheel Corp. in Sept. 1932, as dir. of sales for the Duo-Therm Div.

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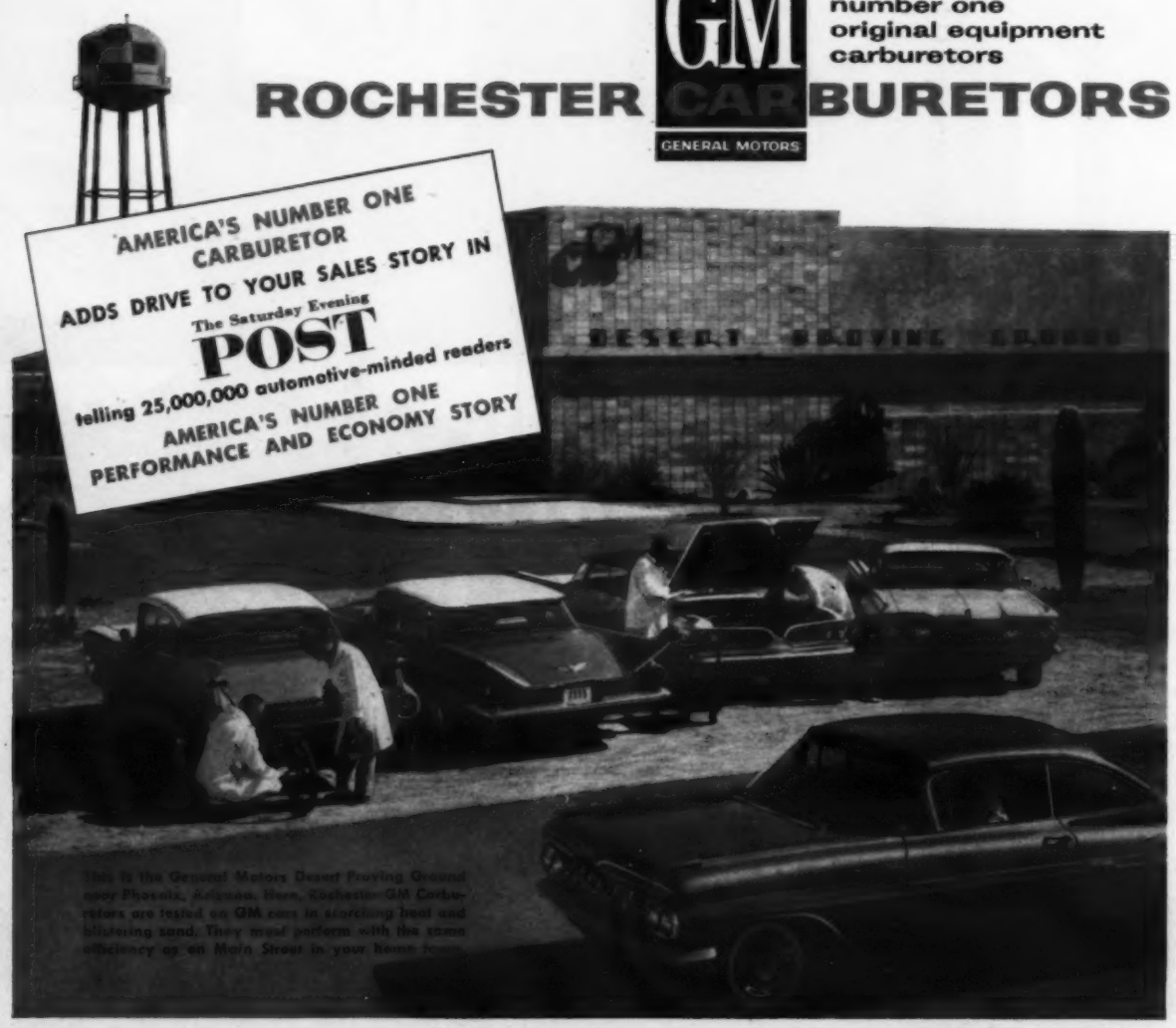

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...the SIGNIFICANCE...TO SALES EXECUTIVES... OF THESE OUTSTANDING AWARDS IS THAT ANY NEWSPAPER QUALIFYING FOR SUCH RECOGNITION IN PUBLIC SERVICE AND JOURNALISTIC EXCELLENCE MUST CONTAIN A CHARACTER OF READERSHIP HAVING IMPORTANT VALUES AS A RESULT PRODUCING ADVERTISING MEDIUM.

Detroit Times

REPRESENTED NATIONALLY BY THE HEARST ADVERTISING SERVICE INC.

BEST REAL ESTATE NEWS FEATURE IN AMERICA . . . Award presented to James Keith, Detroit Times real estate editor, by the National Association of Real Estate Editors.

DETROIT POLICE OFFICERS AWARD . . . To The Detroit Times and Publisher Phil de Beaubien for publicizing special problems of the department and the meritorious work of its members, and for directing the "Policemen of the Month" awards.

HIGHWAY SAFETY . . . A certificate of meritorious service to Harry Taylor and The Detroit Times from the sponsors of Highway Safety in recognition of outstanding contributions to reduce traffic fatalities.

ACCURATE HEALTH INFORMATION . . . A citation to Dr. Joseph G. Molner, Detroit's health commissioner and author of The Detroit Times column, "To Your Good Health," from the Michigan State Medical Society for "service to the public and the profession in providing accurate health information."

MENTAL HEALTH . . . A citation to Jack Pickering and The Detroit Times by the Michigan Society for Mental Health for the paper's work in fostering mental health.

HEALTH BETTERMENT . . . Citation to The Detroit Times from the Michigan Health Council "for outstanding contribution to health betterment in Michigan."

TRAFFIC SAFETY . . . A citation to Harry Taylor, Detroit Times traffic safety expert, from the Detroit Safety and Traffic Committee, for "inspiring editorials and diligent efforts in the Green Pennant program."

CORRECTIONAL WORK . . . An award by the Michigan Probation, Prison and Parole Association to Detroit Times Reporter Ray Girardin for his "writing in the field of correctional work."

HORTICULTURE . . . The F. L. "Steve" O'Rourke Award for achievement in the education and enlightenment of the public in the field of horticulture, to Detroit Times Garden Editor Isabel Zucker from the Landscape Association of Michigan.

DETROIT POLICE OFFICERS ASSOCIATION . . . 4th Annual Newspaper Award to Harry Taylor and The Detroit Times, in recognition of outstanding contribution to the better public understanding of the police profession and police problems.

PHOTO-JOURNALISM . . . Two first place awards to Detroit Times Photographers Dave Duncombe and Bernard Gold in the annual state-wide competition sponsored by the Michigan Press Association and Michigan State University.

SAFETY WRITING . . . First place award to The Detroit Times and Harry Taylor from American Trucking Association.

OUTSTANDING HUMANITARIAN WORK . . . A citation to The Detroit Times from the Michigan Department of AMVETS for "outstanding humanitarian work in establishing the Ship Disaster Children's Fund."

AMERICAN LEGION AWARD . . . To The Detroit Times by the Detroit Districts Association, American Legion Department of Michigan, in recognition of their originating the "Green Pennant" child safety program in our city's schools.

YEAR'S OUTSTANDING NEWSPAPER WRITER . . . The Banshees' annual Silver Lady Award to Jim Bishop, noted author and Detroit Times columnist.

OUTSTANDING FOREIGN CORRESPONDENCE . . . The Overseas Press Club's Annual Award for "outstanding foreign correspondence" to W. R. Hearst Jr., Bob Considine and Frank Conniff.

THE OUTSTANDING WOMAN JOURNALIST OF THE YEAR . . . The 1958 Golden Flame Award to Detroit Times Movie Columnist Louella Parsons from California Association of Press Women.

BEST COMMERCIAL JOB . . . First prize in the Newspaper Guild's Page One Awards Contest to James W. Stower, Detroit Times promotion manager.

TOP CARTOONIST . . . The Reuben Statuette, symbolizing the top cartoonist of the year, to Hal Foster, creator of The Detroit Times adventure strip "Prince Valiant."

AUTOMOTIVE NEWS FAMILY ALBUM

COUGHLIN, J. R., with DeSoto Div. of Chrysler Corp. as mgr. prod. planning analysis since 1955. Born Chicago, Ill., 1913. DePaul Univ. Entered automobile business in 1941 with Electric Auto-Lite Co. as plant accountant.

COUPER, THOMAS, with Young Spring & Wire Corp., Detroit, as gen. vice-pres. since 1926. Born Toronto, Can., Nov. 8, 1905. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as timekeeper.

COVELLE, L. KEITH, vice-pres. since 1957 and gen. mgr. since Apr., 1958 of Willys-Overland Export Corp. Born Stillwater, Okla., Nov. 18, 1920. Okla. A & M College. Entered automobile business in 1951 with the Kaiser organization.

COWAN, SYDNEY M., adv. mgr. of United Motors Serv. Div. of General Motors Corp. since May, 1958. Born Calumet, Mich., 1908. Univ. of Mich., A.B. degree. Entered automobile business in 1948 at Detroit in adv. dept. of United Motors Serv. Div.

CRAFT, JAMES W., dir. of organization, Chrysler Corp., since Nov., 1958. Born Edwards, Miss., Jan. 8, 1916. Stanford Univ. grad. Entered automobile business in 1936 with Chrysler Corp.

COULTER, WILLIAM F., dir. of sales, auto. div., Rubbermaid, Inc. Born Creston, O., Aug. 14, 1924. Wooster Coll. Entered automobile business in 1950 at Washington, D. C., as sales rep. with Rubbermaid, Inc.

COURAGE, WILLIAM L., administrative asst. to vice-pres. of distr. and marketing of American Motors Corp. since 1957. Born Harbor Grace, Nfld., Jan. 4, 1902. Entered automobile business in 1922 at Detroit with Hudson Motor Car Co. as secy. to stores mgr.

COWAN, ED., JR., national used car mgr. of Chevrolet Motor Div. since 1955. Born Detroit, Mich., May, 1898. Entered automobile business in 1932. Joined Chevrolet as dist. rep. in 1935.

COWHEY, J. C., dir. of adv. and sales prom. of Chrysler and Imperial Div. since Aug., 1958. Born St. Louis, Mo. St. Louis Univ. Entered automobile business in 1938 with D'Arcy Adv. Co.

CRAIG, CHARLES W., dir. of pub. relations, Plymouth Div., Chrysler Corp. since 1955. Born Peekskill, N. Y., Sept. 25, 1917. Became associated with Ivy Lee & T. J. Ross, pub. relations counsel for Chrysler Corp., in Detroit in August, 1946. Transferred to corp. pub. rel. dept. in 1951.

CRANDALL, D. R., dir. Simca sales, Chrysler Corp. since 1958. Born in St. Louis, Sept. 14, 1912. Attended Washburn College at Topeka, Kans. Started in auto business 1936 at Oklahoma City with Ford Motor Co.

CRAWFORD, FREDERICK C., with Thompson Ramo Wooldridge, Inc. as chmn. exec. comm. since Nov. 1, 1958. Born Watertown, Mass., 1891. Harvard Univ., A.B., M.C.E. degrees, P.B.K. Society. Entered automobile business in 1916 with Steel Products Co., now Thompson Products, Inc.

CREAMER, JOHN F., pres. of Wheels, Inc. since 1928. Born Fall River, Mass., Dec. 19, 1894. Amherst College. Entered automobile business in 1916 at Detroit with Cadillac Motor Car Co.

CROCKETT, ALBERT G., dir. of sales development of Mack Trucks, Inc. since 1953. Born London, England, April 10, 1909. College of Preceptors, England, M.I.T., City College of N. Y. Entered automobile business in 1928 at New York as engineer at Mack Trucks, Inc.

CRONIN, JOHN J., with General Motors Corp., vice-pres. mfg. staff. Born Feb. 11, 1895, in Detroit. A.B. degree, 1915, Univ. of Detroit. Joined Fisher Body Div. of General Motors Corp. June 1, 1918.

CROSS, FREDERICK R., with Stewart - Warner Corp., Chicago, as dir. of adv. since 1933. Born Houghton, Mich., Feb. 20, 1895. Kenyon College, Ph.B. Entered automobile business in 1924 at Chicago with Alemite Corp. as asst. to adv. mgr.

CROWDER, CHARLES R., with Van Norman since 1929. Pres. Van Norman Machine Co. since 1955. Dir. H. K. Porter, Inc. Born in Blackstone, Va., March 1, 1907. Entered automobile business in 1926 at Washington with Parkway Motor Co. as salesman. Past pres. National Standards Parts Assn.

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AUTOMOTIVE NEWS FAMILY ALBUM

CROWLEY, A. H., dir. rel. mgr., M-E-L Div., Ford Motor Co. Entered automobile business in 1923 in Boston. Associated with Lincoln and Mercury since 1926.

DAVIES, RALPH V., vice-pres. and gen. sales mgr. of Aluminum Co. of America since 1947. Born W. Fitchburgh, Mass., 1895. MIT, B.S. degree. Entered business in 1919 at New Kensington, Pa. in tech. dir. bur. with Alcoa.

DAVIS, GOMER F., sales mgr. of Miniature Lamp Dept., General Electric Co., since 1955. Born Warren, O., Dec. 10, 1915. Western Reserve College, A.B. degree. Entered automobile business in 1941 at Columbus, O., as salesman with General Electric Co.

DEACON, KENNETH C., vice-pres. and gen. mgr. of The Gerstenslager Co. since 1956. Born Oconto, Wis., Dec. 24, 1905. Entered automobile business in 1926 at Detroit as student apprentice with Dodge Div.

DECKER, JOSEPH K., dir. of purchases of AC Spark Plug Div., General Motors Corp., since 1955. Born Olney, Ill., 1912. Univ. of Ill. B.S.M.E. degree. Entered automobile business in 1938 as student engr. at AC Spark Plug Div.

CUSHMAN, EDWARD L., vice-pres. in charge of indus. relations of American Motors Corp. since 1955. Born Apr. 6, 1914 in Boston. Graduated from Univ. of Michigan in 1937. Entered automobile business in 1954 with American Motors Corp. as dir. of industrial relations.

DAVIS, D. J., vice-pres. of mfg. research of Ford Motor Co. since 1958. Born Detroit, Mich., Apr. 8, 1902. Entered automobile business in 1922 with Cadillac Div. of General Motors Corp.

DAY, VICTOR B., pres. of Bear Mfg. Co. since 1953. Born Davenport, Iowa, 1905. Univ. of Iowa, PHG degree. Entered automobile business in 1936 at Rock Island, Ill., as asst. to the pres. of Bear Mfg. Co.

deBLUMENTHAL, MICHAEL P., chief develop. engr. of Studebaker-Packard Corp. since Sept. 1952. Born Moscow, Russia, Nov. 9, 1909. Purdue Univ. B.S.M.E. degree. Entered automobile business in 1935 with Studebaker-Packard Corp.

DeHART, HENRY T., with GMC Truck and Coach Div., General Motors Corp. as adv. mgr. since 1929. Born in Lafayette, Ind., 1894. Purdue Univ., B.S. Entered automobile business in 1921 in Lansing, Mich., with Reo Motor Car Co. as asst. adv. mgr.

CUTHBERTSON, G. RAYMOND, vice-pres. and gen. mgr., tire div. of United States Rubber Co., since 1956. Born Liberty, Mo. Harvard, Ph. D. degree. Entered rubber business in 1936 as research chemist.

CUTLER, GEORGE J., dir. of service of Plymouth Div., Chrysler Corp. since June, 1955. Graduate of Univ. of Calif., degree in industrial education. Teacher of auto-mechanics for nine years. Joined Chrysler Corp. in 1946 as Los Angeles serv. rep.

CUTTER, JOHN L., national public rel. dir. of Chevrolet Motor Div. since 1955. Born Indianapolis, Ind., 1910. Formerly UP Washington correspondent.

DAISLEY, ROBERT H., with Eaton Mfg. Co. since 1922. Vice-pres. planning since 1958. Born in Brooklyn, N. Y., April 3, 1897. N. Y. public schools. Entered automobile business in 1916 at Long Island City with General Vehicle Co. as metallurgist.

DALTON, WILLIAM, pres. of Tyrex, Inc. since 1958. Born Lincoln, Neb., Apr. 21, 1909. Univ. of Neb. Entered automobile business in 1958 at New York as pres. of Tyrex, Inc.

DARLING, A. C., with Borg-Warner Service Parts Co., Sub. Borg-Warner Corp., since 1929, as pres. and gen. mgr. since 1943. Born June 9, 1896, in Kewanee, Ill. Entered automobile business in 1914 as clerk with Borg & Beck Co.

DAVIES, JOHN G., with Buick Motor Div. as asst. to gen. mgr. in charge of dealer relations. Born March 14, 1896, Andrews, Ind. Entered auto industry in 1922 as district mgr. with Willys-Overland. Joined Buick in 1937 as a district manager in Buffalo, N. Y.

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AUTOMOTIVE NEWS FAMILY ALBUM

DELAPLAIN, J. C., senior vice-president of Willys-Overland Export Corp. Univ. of Ill. Entered automobile business in 1933. Joined Kaiser-interests at Willow Run in 1947, moved to Willys in 1953.

DeVILBISS, HOWARD P., with DeVilbiss Co. as pres. since 1944. Born Toledo, O., 1908. Univ. of Mich. Has been associated with the auto industry through the mfg. and engrg. of standard and special finishing facilities for both the car mfrs. and dealer serv. establishments since 1928.

DE YOUNG, RUSSELL, pres. of Goodyear Tire and Rubber Co. since Oct., 1958. Born Rutherford, N. J., April 3, 1909. Akron Univ., M.I.T. Entered tire business in 1928 with Goodyear Tire & Rubber Co.

DIEHL, LLOYD H., pres. of Detroit Gasket and Mfg. Co. since 1923. Born May 15, 1896. Entered automobile business in 1912 at Chalmers Co.

DI FEDERICO, MARIO, pres. of Firestone Steel Prod. Co. since Nov., 1958. Born Akron, Ohio, 1921. Univ. of Akron, B.S.M.E. degree. Entered automobile business in 1947 in engrg. dept. of Firestone Steel Prod. Co.

DE LONG, CLYDE O., pres. B. F. Goodrich Industrial Prod. Co., a div. of B. F. Goodrich Co. Miami Univ. Associated with B. F. Goodrich Co. since 1928, starting as clerk in the industrial products sales division.

DEVOR, JENNER H., with Wagner Electric Corp. as pres. since 1950. Born Fort Loudon, Pa., May 20, 1891. Mercersburg, Acad., Penn State, E.E. Entered automobile business in 1912 at St. Louis with Wagner Electric Corp. as apprentice.

DIEHL, EDWARD W., secy.-treas. of Detroit Gasket and Mfg. Co. since 1923. Born Jan. 24, 1894. Entered automobile business in 1913 at King Motor Co.

DIETZ, ARTHUR O., pres. of C.I.T. Financial Corp., chairman of Commercial Investment Trust Inc. Joined C.I.T. in 1919. Born St. Paul, Minn., 1893. Entered automobile finance business in 1916 at New York, N. Y. with Continental Guaranty Co. as salesman.

DIGNAN, JAMES H., with Ionia Manufacturing Div. Mitchell-Bentley Corp., as gen. sales mgr. Born in Owosso, Mich., December 27, 1920. Michigan State College. Entered automobile business in 1945 at Ionia with Ionia Manufacturing Co. as salesman.

DE LORENZO, ANTHONY G., vice-pres. in chg. of pub. rel. staff of General Motors Corp. since 1957. Born Edgerton, Wis., Aug. 26, 1914. Univ. of Wis., B.A. degree. Entered automobile business in 1941 at Detroit as automotive editor for UP.

DEMRICK, CARL J., pres. of Amplex Div., Chrysler Corp., since Feb., 1959. Born Macomb Co., Mich., March 31, 1915. Entered automobile business in 1934 with Plymouth Div., Chrysler Corp. in materials handling department.

DENISE, MALCOLM L., general industrial rel. mgr.—labor relations, Ford Motor Co. Born Decatur, Mich., Oct. 29, 1913. BA and Dr. degrees from Univ. of Mich. Joined Ford legal staff as associate council—industrial relations, in 1946, and assumed present position in 1955.

DEN UYL, SIMON D. F., with Bohn Aluminum & Brass Corp. as chmn. of board since Dec., 1958. Born Holland, Mich., Apr. 21, 1896. Hope Coll. Entered automobile business in 1919 at Detroit with Charles B. Bohn Foundry Co. as bookkeeper.

DEREMER, FLOYD E., with Oldberg Mfg. Co. as vice-pres., engrg., since 1935. Born in Pa. Nov. 2, 1899. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as lab. technician.

DERVIN, JAMES J., with Reo Div., The White Motor Co., as factory mgr. since June, 1957. Born New York City, Apr. 12, 1899. High school. Entered automobile business at New York with General Vehicle Co.

DESMOND, LEE F., asst. gen. mgr. of Dodge Div., Chrysler Corp. Born New Brunswick, Canada, May 22, 1898. Gonzaga Univ. Entered automobile business in 1921 as retail salesman.

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AUTOMOTIVE NEWS FAMILY ALBUM

DINSMORE, Dr. RAY P., with Goodyear Tire & Rubber Co. as vice-pres. in chge. of research and development since 1943. Also member of operating comm. Born Tewksbury, Mass., April 24, 1893. M.I.T., B.S. chem. engr. Entered tire business in 1914 at Akron, with Goodyear Tire & Rubber Co. as technical staff member.

DOERFNER, WILLIAM H., with Saginaw Steering Gear Div., GM, as general manager since 1941. Born Saginaw, Mich., April 12, 1899. Central Michigan College. Entered automobile business in 1918 at Saginaw with Saginaw Malleable Iron, Div. GM, as timekeeper.

DOLE, JOHN L., pres. and gen. mgr. of The Dole Valve Co. since 1941. Born Chicago, Ill., Feb. 11, 1896. Cornell Univ., war degree. Entered automobile business in 1919 at Chicago as salesman with The Dole Valve Co.

DONALDSON, BEN R., advertising consultant Ford Motor Co. Born Grand Rapids, Mich., July 18, 1893. Western Michigan College. Joined Ford March 3, 1919. Later became export adv. mgr., and in 1954, dir. of inst. adv.

DONLEY, ROBERT E., product planning mgr. of M-E-L Div., Ford Motor Co. since Oct., 1958. Born Buchanan, Mich. Mich. State Univ., B.S. in M.E. degree, Harvard Business School, M.B.A. degree. Entered automobile business in 1949 as staff analyst with Lincoln-Mercury Div.

DODGE, L. L., vice-pres. of Dana Corp. since 1958. Born in Wisconsin, May 25, 1905. Univ. of Wis. Entered automobile business in 1926 at Janesville as accountant with Chevrolet Div.

DOIDGE, JACK R., chief engr. of Detroit Transmission Div., General Motors Corp., since Dec., 1955. Born Sioux City, Iowa, Feb. 22, 1915. Iowa St. College, B.M.E. degree. Joined General Motors in 1951 at Oldsmobile Div. as senior project engr.

DOMAN, CARL T., with Ford Motor Co. as national service mgr., Ford Div., since 1950. Born Elbridge, N. Y., on Feb. 24, 1900. Univ. of Mich. B.S. in E.E., A.E.E. Entered automobile business in 1922 at Syracuse, N. Y., with H. H. Franklin Mfg. Co., as electrical engr.

DONAT, G. A., asst. merch. mgr. of American Motors Corp. since 1958. Born Benld, Ill., July 7, 1923. Entered automobile business in 1942 with American Motors Corp. at Kenosha as timekeeper.

DONNER, FREDERIC G., chmn. of the board of General Motors Corp. since 1958. Born Three Oaks, Mich., 1902. Univ. of Mich., B.A. degree. Entered automobile business in 1926 at New York as accountant with General Motors Corp.

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DOTY, CLIFFORD B., with Chrysler Corp. as exec. engr. body engrg. since Dec., 1955. Born 1897 in Woodbury, Vt. Andrew Johnson Body Drafting Sch. Entered automotive business with Chrysler in 1926 as a body designer.

DOUGLAS, EARL M., vice-pres., engrg. of Dana Corp. since 1955. Born Kokomo, Ind., July 13, 1900. Entered automobile business in 1920 at Kokomo as road tester with Haynes Auto Co.

DOYLE, JAMES S., with Johns - Manville Corp., since 1928, as mgr. of automotive sales since 1948. Born Chicago, Ill., Nov. 22, 1900. Andover, Dartmouth, and Columbia, Psi U. Entered automobile business in 1928, as mgr. bus and truck brake block sales. Pres. Brake Lining Mfrs. Assn. 1945 and 1946. Dir. N.S.P.A., '48, '49, '50.

DREW, GARVIN A., pres. of A. Schrader's Son Inc., vice-pres. of Scovill Mfg. Co., gen. mgr. of Schrader Div. Born Portsmouth, N. H., Sept. 18, 1903. M.I.T., S.B. in M.E. degree. N. Y. Univ., M.B.A. degree. Entered automobile business in 1925 with A. Schrader's Son.

DRUMMOND, F. H., vice-pres. of The Electric Auto-Lite Co. since 1948. Born Chicago, Ill. Lewis Institute of Tech. Entered automobile business in 1916 as draftsman with Alemite Co. Joined Auto-Lite in 1935.

DUFFY, CHARLES W., exec. vice-pres. Standard Products Co., since 1958. Born Buffalo, New York, Oct. 20, 1915. Georgetown Univ., B.S. degree. Entered automobile business in 1950 as sales engr. with Kelsey-Hayes Co.

DUFFY, IRVING A., vice-pres. body group, Ford Motor Co. Born Chicago in 1904. Graduate West Point; member N. Y. State Bar; served with Ordnance Dept. during World War II. Joined Ford Feb., 1949.

AUTOMOTIVE NEWS FAMILY ALBUM

DUGDALE, JOHN F., North Amer. rep. for Society of Motor Manufacturers and Traders (Great Britain) since 1958.

DUNCAN, A. E., with Commercial Credit Co. as founder-chairman. Born near Louisville, Ky., 1878. Entered automobile business in 1916 when Commercial Credit Co. entered the automobile finance business.

DYKSTRA, JOHN, vice-pres. of mfg. of Ford Motor Co., Born in Netherlands April 16, 1898. Business institutes. Entered automobile business in 1914 at Detroit with Briscoe as apprentice.

EDWARDS, V. LEE, pres. of The Chas. A. Strelinger Co. since 1956. Born Momence, Ill., April 20, 1898. Univ. of Wisconsin, A.B. degree.

ELLIOTT, CAMPBELL W., adm. vice-pres. of the Midland-Ross Corp. Born St. Louis, Mo., 1913. City College of Law, LL.B. degree. Entered automobile business in 1936 with General Motors Acceptance Corp.

DUKE, JOSEPH C., with Minnesota Mining & Mfg. Co. as vice-pres. Coated Abrasives and Related Products and Adhesives and Coatings Divisions. Born in Carlisle, Pa., Nov. 20, 1897. Dubuque Univ., B.A. degree. Started in 1921 with 3M.

DYBVIG, CHARLES C., vice-pres of sales of Dana Corp. since Dec., 1958. Born Whitehall, Mich., June 18, 1910. Univ. of Mich., B.S. in engrg. degree. Entered automobile business in 1933 at Akron as trainee with Firestone Tire & Rubber Co.

EBERS, EARLE S., vice-pres. of U. S. Rubber Co., gen. mgr. of Naugatuck Chemical Div. Born Saskatchewan, Can., May 20, 1910. Dalhousie Univ., B.S. degree, Harvard Univ., Ph.D. degree. Joined U. S. Rubber Co. in 1937 as a research chemist at Passaic, N.J.

EERDMANS, JOHANNES, pres. of Jaguar Cars, Inc., since 1953. Born in Holland, April 4, 1905. Entered automobile business in 1953 at New York as pres. of Jaguar Cars, Inc.

ELY, NEIL D., with Young Spring & Wire Corp. as pres. & gen. mgr. since June, 1949. Born Detroit, Mich., Aug. 20, 1904. High School. Entered automobile business in 1922 at Detroit with Trippensee Closed Body Corp. as payroll clerk.

EMERICK, ROBERT W., with Pontiac as director of public relations since 1953. Born February 21, 1913, at Hamilton, Ohio. Graduate Miami University. Entered automobile business with General Motors public relations in 1934.

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ENGLE, R. D., mgr. engr., car operations of Dodge Div., Chrysler Corp., since Nov., 1955. Born Washington Courthouse, Ohio., May 25, 1919. Entered automobile business in 1942 as student engr. for Chrysler Corp.

ERICKSON, BURTON C., chief engr. of prod. engrg. office, Transmission & Chassis Div., Ford Motor Co., since May, 1958. Born Warren, Pa., July 7, 1918. Case Inst. of Tech. B.S.M.E. degree. Entered automobile business 1933 with Packard Motor Car Co.

ERICKSON, E. A., parts and acc. sales mgr., M-E-L Div., Ford Motor Co. With Mercury since 1947. Born in Staples, Minn., Aug. 4, 1901. Entered automobile business in 1920 at Minneapolis, Minn., with Chevrolet Motor Co.

ESKRIDGE, J. W., vice-pres. and gen. mgr. of Special Products Div. of American Motors Corp. since 1957. Born Winona, Miss., May 31, 1903. Detroit City College. Entered automobile business in 1919 as draftsman with Dodge Bros.

ESTES, E. M., with Pontiac Motor Div. as chief engr. since Sept., 1956. Born in Mendon, Mich., Jan. 7, 1916. General Motors Inst., Univ. of Cincinnati. M.E. degree. With GM Corp. since 1939.

EVANS, EDWARD S., JR., with Evans Products Co. as pres. since 1945. Born Richmond, Va., March 9, 19[illegible]. Lausanne Univ., Univ. of Michigan. Entered automobile business in 1928 at Detroit with Evans Appliance Co. as vice-pres. Director of Evans Products Co. Ltd., Greenville-Evans Co. Heskelite Mfg. Corp., dir., Fidder-Moore & Co.

AUTOMOTIVE NEWS FAMILY ALBUM

EWELL, ELLIOTT G., vice-pres. of sales of Mack Trucks, Inc. since 1953. Born North Carolina, Jan. 26, 1902. Univ. of N. C. Entered automobile business in 1923 at Charlotte as special sales rep. of Mack Trucks, Inc.

EWING, JAMES R., vice pres. of sales of The Gabriel Co. since 1957. Born Odessa, Mo., Jan. 17, 1907. Univ. of Mo. Entered automobile business in 1943 at Detroit as asst. to the pres. of Solventol Chemical Co.

EXNER, VIRGIL M., vice-pres., dir. of styling, Engrg. Div. Chrysler Corp. since July, 1957. Dir. of styling since Aug., 1953. Born Ann Arbor, Mich., Sept. 24, 1909. Joined Chrysler in 1949 as chief of the advance styling studio. Entered automotive field in General Motors designing dept. in 1934.

FALVEY, JAMES P., with Electric Auto-Lite as president since 1954, director since 1953. Born in Detroit in 1904. University of Detroit, LL.B. degree. Entered automobile business in 1934 with Auto-Lite as mgr. of labor and patent departments.

FAMULAR, A. W., Ass't General Sales Manager for Western Half of the United States Chevrolet Motor Div., since 1956. Born in Denver. Executive field positions include Regional Manager at Washington, D. C., and Oakland, Calif. since 1954.

FANTE, H. H., with Rockwell-Standard Corp. as vice-pres. and mgr. Seating Div. Entered auto business 1915 with L. A. Young Spring and Wire Co. as prod. mgr.

FARRELL, FRANK E., dir. of automotive prod. sales, Bendix Products Div., Bendix Aviation Corp. since 1945.

FEELY, EMMETT P., Ass't. Gen. Sales Mgr. for Eastern Half of the United States, with Chevrolet Motor Div., since 1924. Native of St. Louis. Held several executive field positions, including Zone manager at Philadelphia and Regional Manager at Washington, D. C. and Detroit.

FENN, LEO E., vice-pres. of American Motors (Canada) Ltd. since Nov., 1958. Univ. of Detroit. Entered automobile business with American Motors in new and used car retail sales field.

FERGUSON, MALCOLM P., with Bendix Aviation Corp. as pres. since 1946. Born Elmira, N. Y., June 20, 1896. Syracuse Univ., M.E. Entered automobile business in 1918 at Elmira, N. Y., with Eclipse Mechine Co. as service mgr.

FINLAY, ROBERT M., with Automotive News since 1943. Editorial director since 1955. Born Detroit, 1913. Wayne Univ. Entered automobile business in 1943 at Automotive News as associate editor.

FIRESTONE, HARVEY S., JR., with Firestone Tire & Rubber Co. as chmn. and chief exec. since 1948. Born in Chicago, Ill., April 20, 1898. Princeton Univ. B. A. degree. Entered rubber business in 1920 at Akron, O., with Firestone Tire & Rubber Co.

FIRESTONE, RAYMOND C., with The Firestone Tire & Rubber Company as pres. since 1957. Born in Akron, Ohio, September 6, 1908. Graduated Princeton Univ., A.B. degree. Entered rubber business at Los Angeles, Calif., with The Firestone Tire & Rubber Company.

FIDLER, ROBERT E., eastern sales mgr. of Thompson Prod., Mich. Div. Thompson Ramo Wooldridge, Inc. Born Ironton, Ohio, Aug. 16, 1913. Entered automobile business in 1946 at Detroit as sales rep. with Thompson Products, Inc.

FINNEY, JARED W., prom. and research mgr. of Automotive News since 1956. Born Detroit, Mich., May 1, 1923. Michigan State Univ. Entered automobile business in 1949 at Detroit in market research dept. of Scripps-Howard Newspapers.

FIRESTONE, LEONARD K., president of Firestone Tire and Rubber Co. of California since 1943. Born Akron, O., June 10, 1907. Princeton Univ. Entered automobile business in 1931 at Akron in the sales department of Firestone Tire & Rubber Co.

FIRESTONE, ROGER S., with Firestone Plastics Co. as pres. (dir. Firestone Tire & Rubber Co.) since 1947. Born Akron, O., June 25, 1912. Princeton, A. B. degree. Entered rubber business in Akron with Firestone Tire & Rubber Co. in 1936.

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AUTOMOTIVE NEWS FAMILY ALBUM

FIRTH, C. C., gen. plants mgr. for Chrysler Corp.'s car and truck assembly group since June, 1958. Born Yorkshire, England, April 8, 1919. Alma College grad. Entered automobile business in 1941; joined Chrysler in 1956.

FISHER, ROBERT J., Lincoln mktg. mgr., M-E-L Div., Ford Motor Co., since 1954. Born Ashland, O., Oct. 24, 1915. Syracuse Univ., A.B. degree. Entered automobile business in 1954 at Detroit as manager of advertising department at Lincoln-Mercury Div.

FLEMING, MATTHEW J., JR., pres. of Clevite Harris Products, Inc., unit of Clevite Corp. Born Pittsburgh, Pa. March 21, 1914. Entered automobile business in 1940 with Monmouth Products Co.

FLOOD, THOMAS W., with Electric Auto-Lite Co. as vice-pres., original equipment sales. Born New York. Entered automobile business in 1919 with Motometer Co.

FORAKER, WALTER E., exec. asst. to gen. mgr., Chrysler and Imperial Div., Chrysler Corp. Born Albuquerque, N. M., Dec. 16, 1915. Entered automobile business in 1934 in Detroit with Dodge Division.

FISH, WILLIS E., with Chevrolet Motor Div., GM Corp., for 27 years, as gen. sales mgr. since 1949. Born in Pittsburgh, Pa., Oct. 17, 1897. Entered automobile business in 1917 at Pittsburgh, Pa., with Packard Motor Co. as salesman.

FLEENER, LON A., with Mercedes-Benz Sales, Inc., sub. of Studebaker-Packard Corp., as pres. since 1957. Born Morgantown, Ind., 1901. Entered automobile business in 1924 at Indianapolis with Buick Div.

FLICK, R. J., asst. merchandising mgr. of American Motors Corp. since 1957. Born Altoona, Pa., April 30, 1918. Graduated from Fordham Univ. in 1940. Entered automobile business in 1940 as field representative of General Motors Acceptance Corp.

FOLSOM, WARD A., gen. mfg. mgr. of Ford Div., since 1956. Born Columbiaville, Mich. General Motors Inst. of Tech. Entered automobile business in 1935 as supv. mfg. standards at Fisher Body Div.

FORBES, RICHARD E., with Chrysler Corp. as dir. of corporate adv. and sales prom. since 1956. Born Sept. 21, 1915, in Larchmont, N. Y. Graduate of Williams College, Williamstown, Mass. Entered automobile business in January, 1956, with Chrysler Corp.

FORD, BENSON, with Ford Motor Co. as vice-pres. and chmn. of the Dealer Policy Board. Born Detroit, July 20, 1919. Princeton Univ. Entered automobile business in 1938 with Ford Eng. Lab., Dearborn, as student.

FORD, HENRY II, with Ford Motor Co. as pres. since Sept. 21, 1945. Born in Detroit, Mich., Sept. 4, 1917. Hotchkiss, Yale. Entered automobile business on Oct. 1, 1940, at Dearborn, Mich., with Ford Motor Co.

FORD, RUSSELL G., with Chevrolet Div. of General Motors Corp., mgr. of assembly plants. Entered automobile business in 1922 at Detroit with Chevrolet in standards dept.

FORD, WILLIAM C., vice-pres. of prod. planning and styling, Ford Motor Co., since 1957. Born in Detroit, Mich., March 14, 1925. Hotchkiss, Yale. Entered automobile business in 1949 at Dearborn, Mich., with Ford Motor Co. on sales and advertising staff.

FOULKROD, HARRY E., exec. vice-pres. of Fruehauf Trailer Co. Born South Williamsport, Pa., Nov. 15, 1903. Penn State, Columbia, Johns-Hopkins, A.B. degree. Entered automobile business in 1930 at Baltimore as sales mgr. with Anderson Motor Co.

FOX, ALEX P., with Lincoln Engrg. Co. as pres. since 1941, vice-pres. of McNeil Machine & Engrg. Co., Lincoln Engrg. Co. Div. 1956. Born St. Louis, Mo., March 17, 1893. Washington U. Entered automobile business in 1913 at St. Louis with Lincoln Engrg. Co. as draftsman.

FOX, ELDON E., Adv. and sales prom. mgr. Edsel, M-E-L Div., Ford Motor Co. Dartmouth College, A.B. degree. Entered automobile business with Minneapolis-Honeywell Regulator Co.

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These Programs Stack Your Deck for Sales, Service, Customer Good Will

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Proven through use by dealers like yourself, Kendall Sales Building Programs take the gamble out of your promotional dollar.

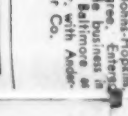
Kendall Programs provide regular traffic which results in new car sales — then keep traffic rolling into service departments after the sale is made.

KENDALL SUPERB MOTOR OIL
KENDALL MOTOR OILS

KENDALL REFINING COMPANY, BRADFORD, PENNA.

LUBRICATION SPECIALISTS SINCE 1881

ON E., Adv. prom. mgr. M.E.L. Div. Co. A.B. College) entered business with Co.



D, HARRY vice-pres. of Trailer Co. South Williams- n, State, Co. Nov. 15, kins-Hopkins- after business in Baltimore as with Ander- r Co.

RUSSELL G. Chevrolet Div. Co. Motors Corp. of assembly entered auto- business in 1922 with Chevro- Standards dept.

ENSON, with Co., of and chmn. of Policy Board, troit, July 20, nceton Univ. automobile in 1938 with Lab., Dear- student.

WALTER E. ast. to gen. ysler and In- Y., Chmlec- M. Albuquer- Dec. 14, ricul. econ. ess in 1924 th Dodge Di.

KEEP YOUR EYE ON PONTIAC CONQUEST SALES KEEP YOUR EYE ON PONTIAC CONQUEST SALES KEEP YOUR EYE ON PONTIAC CONQUEST SALES KEEP YOUR EYE

PONTIAC MOTOR DIVISION · GENERAL MOTORS CORPORATION

AUTOMOTIVE NEWS FAMILY ALBUM

FRALICK, LeROY J., with Midland-Ross Corp. as vice-pres. staff sales. With Midland Steel Prod. Co. since 1923. Midland Steel Prod. merged with J. O. Ross Engrg. Corp. in 1957. Born Cleveland, O., April 4, 1894. Entered automobile business in 1912 at Cleveland with Hydraulic Pressed Steel Company.

FRASER, FRANK, JR., mgr. volume planning, Plymouth Div., Chrysler Corp. since July, 1958. Born Toledo, O., 1924. Graduate of the Univ. of Mich., B. A. in economics. Entered automotive industry with Chrysler in 1947 as a statistician.

FREED, CHARLES C., past pres. National Automobile Dealers Association, pres. of Freed Motor Company, pres. Intermountain Parts Co. Born Salt Lake City, Utah, April 7, 1903. University of Colorado. Entered automobile business in 1926 as owner of Freed Motor Company.

FRENCH, CHARLES J., exec. asst. to gen. mgr. in chg. of factory-dealer relations of Chevrolet Motor Div. since Oct., 1958. Born New Castle, Pa., Jan. 4, 1896. Entered automobile business in 1936 with Chevrolet Motor Div.

FRIBLEY, CARL E., past pres. of National Automobile Dealers Assn., Cadillac-Pontiac-GMC dealer in Norwich, N. Y. Born Chicago, Ill., Oct. 11, 1901. Univ. of Minnesota, B.A. degree, Harvard Business School, M.B.A. degree. Entered automobile business in 1925 at Detroit as sales clerk with Cadillac Motor Car Co.

FRANCOIS, EDGAR H., gen. sales manager AC Spark Plug Division of General Motors. Born in Detroit, Michigan, May 25, 1905. Joined AC as a territory salesman in 1934.

FREDERICK, D. S., with Rohm & Haas Co. Chemicals & Plastics Div. as vice-pres. in charge of sales since 1943. Born Hamilton, O., Nov. 13, 1910. Univ. of Ill., Miami Univ. Univ. of Munich. Phi Eta Sigma, Phi Beta Kappa, Phi Kappa Phi, etc. Entered automobile business in 1936 with Rohm & Haas Co. as sales mgr. plastics div.

FREEDLANDER, A. L., chmn. of the board The Dayton Rubber Co. Born Wooster, O. Case Institute of Tech., B.S. degree. Entered automobile business in 1911 at Akron as chemist with B. F. Goodrich Co.

FRENCH, JOHN S., gen. mgr., Hardware & Accessories Div., Ford Motor Co. Born in Toronto, Canada, Jan. 5, 1912. Joined Ford Motor Co. in central sales staff in 1947. Later was director of company's Office of Defense Products.

FROST, O. FRANKLIN, sales mgr., equip. sales of AC Spark Plug Div., General Motors Corp., since 1955. Born Allegan, Mich., April 26, 1912. Entered automobile business in 1941 at Lansing for Oldsmobile Div.

FRUEHAUF, HARRY R., with Fruehauf Trailer Co. since 1914. Vice-pres. since 1928. Born and educated in Detroit, Mich. Entered trailer business with present company in 1914.

FRUEHAUF, ROY, with Fruehauf Trailer Co. as chmn. of board since Sept., 1958. Born Detroit, Mich., Oct. 1, 1908. Principia. Entered automobile business in 1928 at Detroit with Fruehauf Trailer Co. as factory worker.

FRYER, ROY A., with White Motor Co. as adv. mgr. since 1954. Born Toronto, Canada, 1903. Western Reserve Univ. Entered automobile business with present company in 1943 as sales prom. mgr.

GALE, RICHARD H., dir. of adv. of Eaton Mfg. Co. since May, 1955. Born Cleveland, Ohio, May 17, 1906. Case Inst. of Tech., B.S. degree. Entered automobile business in 1929 with Eaton Mfg. Co. in axle div.

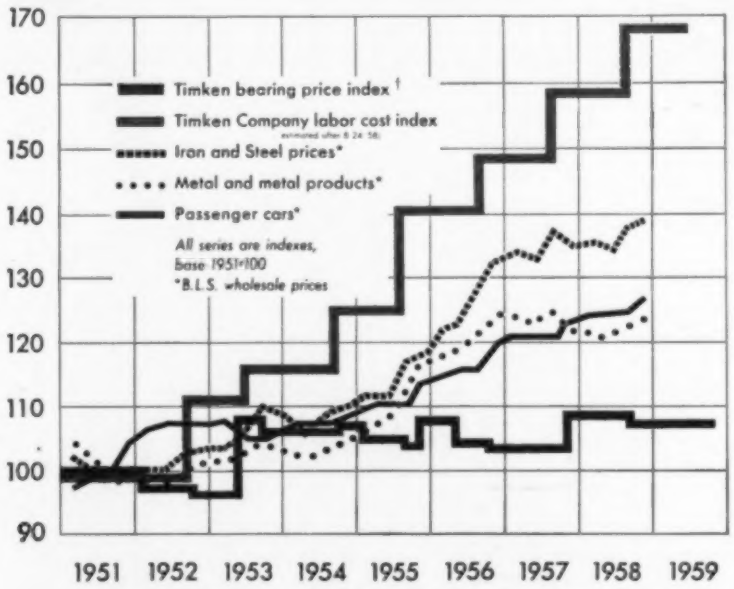
GALLAGHER, WILLIAM H., adv. rep., Chicago, of Automotive News since 1954. Born Allegan, Mich., Aug. 9, 1929. Mich. State Univ., B.A. degree. Entered automobile business in 1954 at Detroit as adv. rep. with Automotive News.

GALLES, HERBERT L. JR., pres. of NADA since 1959. Pres. of Galles Motor Co. Born Albuquerque, N. M., Jan. 20, 1912. Univ. of New Mex. Entered automobile business in 1933 at Albuquerque as salesman with Galles Motor Co.

GARBARINO, FREDERICK J., dir. of sales and engrg. of New Departure Div., General Motors Corp., since July, 1957. Born Chester, Conn., Jan. 5, 1912. Rensselaer Poly. Inst., M.E. degree. Entered automobile business in 1935 at Bristol as engr. with New Departure Div.

BEAT INFLATION

COSTS IN THE CHART look like something fired at Cape Canaveral. All but one. The cost line for Timken® tapered roller bearings is smooth as a new car ride. Auto makers themselves have helped hold prices down by: 1) standardizing on fewer bearing sizes; and 2) using more and more Timken "green light" bearings.



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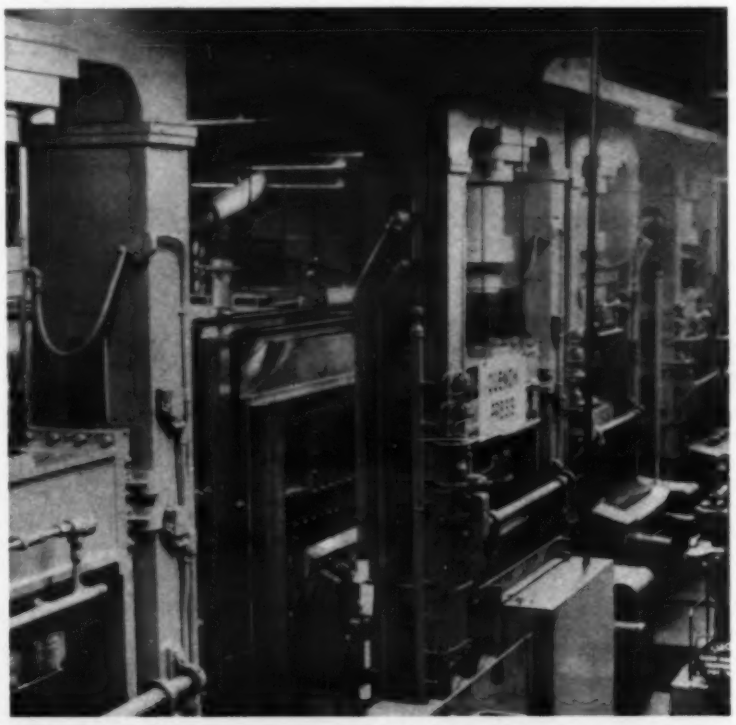
HERE'S THE PLANT that produces savings. Using high-speed mechanization, it gives auto makers a better bearing at low cost. The new Timken "green light" bearings are smaller than previous designs, yet capacity-packed. They help cut costs in related assemblies, too. Auto makers can create still more savings for themselves by finding new applications for Timken "green light" bearings. Ask our engineers to help you. The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO". Makers of Tapered Roller Bearings, Fine Alloy Steels and Removable Rock Bits.



TIMKEN® TAPERED ROLLER BEARINGS

First in bearing value for 60 years

AUTOMOTIVE NEWS FAMILY ALBUM

GARBER, L. L., vice-pres. and group exec. in chg. of battery group, The Electric Auto-Lite Co., since 1958. Carnegie Inst. of Tech. Previously with H. K. Porter Co.

GILMARTIN, JOHN R., with Hyatt Bearings Div., GM Corp., as gen. sales mgr. since 1952. Born Toledo, O., 1906. Univ. of Mich., B.S. degree. Entered automobile business in 1929 at Detroit with Hyatt Bearings Div. as engr.

GIUFFRE, V. J., field sales mgr. of Allen Electric and Equipment Co. since Oct. 1958. Born Pittsburgh, Pa., Feb. 15, 1922. Entered automobile business in 1950 with Allen Electric and Equipment Co.

GLASSFORD, FRED M., with Chrysler Corp. as group exec., car and truck assembly since 1958. Born Detroit, Mich., June 6, 1913. Entered automobile business in 1932 as apprentice toolmaker in Dodge machine div.

GODFREY, JOSEPH E., works mgr. of Saginaw Steering Gear Div., General Motors Corp. Born Aug. 15, 1915, Anderson, Ind. Purdue Univ. Entered automobile business in 1937 with Frigidaire Div., General Motors.

GARDNER, ELLIS B., JR., vice-pres. and gen. mgr. of the Foam Products Div. of Hewitt-Robins, Inc., since 1955. Born Little Rock, Ark., Feb. 20, 1920. Columbia University, A. B. degree. Entered automobile business in 1946 at Buffalo, N. Y., as factory acct. with Hewitt-Robins, Inc.

GIRARD, STEVE, vice-pres., gen. mgr. Willys Motors, Inc., vice-pres. Kaiser Industries Corp., pres. Willys Overland Export Corp. Joined Kaiser-Frazer 1946. Born in Hoquiam, Wash., Sept. 18, 1913. Attended the Univ. of Wash.

GLADDING, HOWARD, serv. mgr. of Rochester Products Div., General Motors Corp., since 1957. Born Bristol, N. Y., June 14, 1926. St. Lawrence Univ., B.A. degree. Entered automobile business in 1949 at Rochester as inspector for Rochester Products Div.

GOAD, LOUIS C., with GM Corp. since 1923, as executive vice-pres. since 1951 and director since 1946. Born Petersburg, Ind., Feb. 9, 1901. Univ. of Illinois, B.S. in mech. engrg. Entered automobile business in 1923 at Anderson, Ind., with Delco-Remy Co. as engr.

GOEHRIG, HAL, with Blackhawk Mfg. Co. as vice-pres. sales since 1942. Born Milwaukee, 1908. Univ. of Wisconsin, B.A. degree. Entered automobile business in 1930 at Milwaukee with present company in factory.

GARRETT, REYNOLDS, M., auto. equip. mgr. at N. Y. Friction Materials Div. of Johns-Manville Corp. since 1953; with Johns-Manville since 1935. Born New York, N. Y., 1908. Entered automobile business in 1927.

GATES, JOHN B., gen. sales mgr., Mich. Div., Thompson Ramo Wooldridge, Inc. since 1958. Born Cairo, Ill., May 28, 1905. Univ. of Kansas, B.S. of B.A. degree. Entered automobile business in 1928 at Kansas City as sales rep. with Republic Gear Co.

GAUNITZ, WILLIAM F., with Associates Investment Co. as pres. since March 10, 1949. Born in Lansing, Ia., on Dec. 4, 1904. Univ. of Iowa, B.S. in Commerce. Entered automobile business in 1935 at South Bend, Ind., with Associates Investment Co.

GEORGI, CARL, JR., with Campbell-Ewald Co. as vice-pres. and dir. of media since 1957. Born Detroit. Univ. Detroit. Entered automobile business in 1923 at Detroit with Chrysler Corp. in adv. dept.

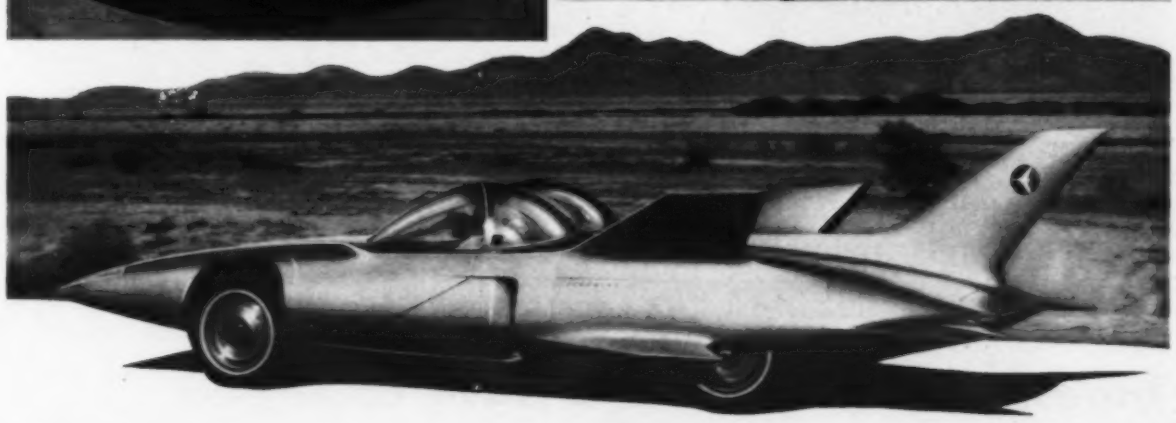
GEYER, BERTRAM B., with Geyer Morey, Madden & Ballard, Inc., as chmn. of exec. comm. and dir. Dir. Nat'l Outdoor Adv. Bureau, dir. B. B. Geyer Co.

GIBSON, C. C., vice-pres. of The Goodyear Tire and Rubber Co., since 1956. Born Atlanta, Ga., Sept. 12, 1914. Harvard Univ. grad. Entered tire business in 1937 with Goodyear Tire & Rubber Co.

GILBERT, CARLTON H., dir. of adv. of U. S. Rubber Co. since 1955. Born Fremont, O., June 17, 1905. Dartmouth College. Entered automobile rubber business in 1934 at Mishawaka, Ind., in sales prom. dept. of Footwear and General Products Div. of U. S. Rubber Co.

NEW AUTOMATIC CLIMATE CONTROL BY HARRISON

for FIREBIRD III



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From Harrison's extensive research facilities comes the latest advance in future passenger comfort. It's the *first fully automatic climate control for cars!* And it's ready to go on Firebird III, General Motors' daring new, experimental dream car. Passengers can travel from the Arctic to the Equator and keep inside car temperature constant with a single setting of just one small dial. This is the most advanced heating and cooling system yet devised for cars. And of course it comes from Harrison . . . for no one is better equipped to design air conditioning for the cars of tomorrow than the leader in heating and cooling the cars of *today!* Harrison's engineering and manufacturing skill has solved temperature control problems in every line of industry and defense.
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AUTOMOTIVE RADIATORS • OIL COOLERS • THERMOSTATS • AIR CONDITIONERS • HEATERS • DEFROSTERS

HARRISON RADIATOR DIVISION OF GENERAL MOTORS, LOCKPORT, NEW YORK

AUTOMOTIVE NEWS FAMILY ALBUM

GOLDMAN, MARTIN E., with Aitkin-Kynett Co. as partner 1930-1958. Dir. since 1959. Born Baltimore, Md. Entered automobile business in 1914 at Baltimore with U. S. L. Battery Distributor as salesman.

GOODENBERGER, HARRY, vice-pres. fire sales. The Dayton Rubber Co. Born Akron, Ohio. Univ. of Akron. Entered automobile business with Standard Oil of Ohio.

GOODWIN, R. L., with DeSoto Div. of Chrysler Corp., as advertising mgr. since 1956. Born Detroit, Mich., 1920. Harvard University. First entered automobile business in 1948 as advertising mgr., Amplex Div., Chrysler Corp.

GORDON, JOHN F., with General Motors as president since Sept., 1958. Born Akron, O., May 15, 1900. Annapolis Naval Acad., Univ. of Mich., M.S. deg. in engrg. Entered automobile business in 1923 at Detroit with Cadillac Motor Car Div. as laboratory technician.

GOREY CHARLES R. JR., with Chrysler Corp. as group exec., special prod. since 1958. Born Sept. 5, 1919, Detroit, Mich. Univ. of Detroit, Lawrence Inst. of Tech. Started with Chrysler in 1939.

GOLDSTEIN, JAKE, with Automotive News as Midwest advertising mgr. since 1942. Born in Chicago, Aug. 30, 1895.

GOODMAN, JAMES E., vice-pres. of General Motors in charge of Body and Assembly Group. Born in Union City, Ind., Dec. 11, 1904. Univ. of Ill. Entered automobile business in 1925 at Norwood, O., with Fisher Body Div. as metal finisher.

GOODYEAR, AUSTIN, president of Hewitt-Robins, Inc., since 1958. Born in Buffalo, N. Y. Entered automobile business in 1941 at Passaic, New Jersey, in the production dept. of Hewitt-Robins, Inc.

GORDON, MAYNARD M. (Mac), with Automotive News as news editor since 1954. Born in Detroit, Sept. 5, 1927. Wayne State Univ. Entered automobile business in 1944 at Detroit with Automotive News as reporter.

GOSSETT, WILLIAM T., Ford Motor Company as vice-pres. and general counsel since March, 1947. Born in Gainesville, Tex., Sept. 9, 1904. Univ. of Utah, A. B., Columbia Univ., LL.B Cos Col. LL.D.

GOSTOW, A. L., gen. mgr. of Forge and Foundry Div., Chrysler Corp. as group exec., special prod. since 1958. Born Sept. 5, 1919, Detroit, Mich. Univ. of Detroit, Lawrence Inst. of Tech. Started with Chrysler in 1939.

GOULD, HERBERT M., with Motors Holding Div. of General Motors Corp. as general mgr. since 1949. Born in Philadelphia, Pa., Oct. 20, 1902. Wesleyan, Washington and Lee. Joined GMAC in 1926.

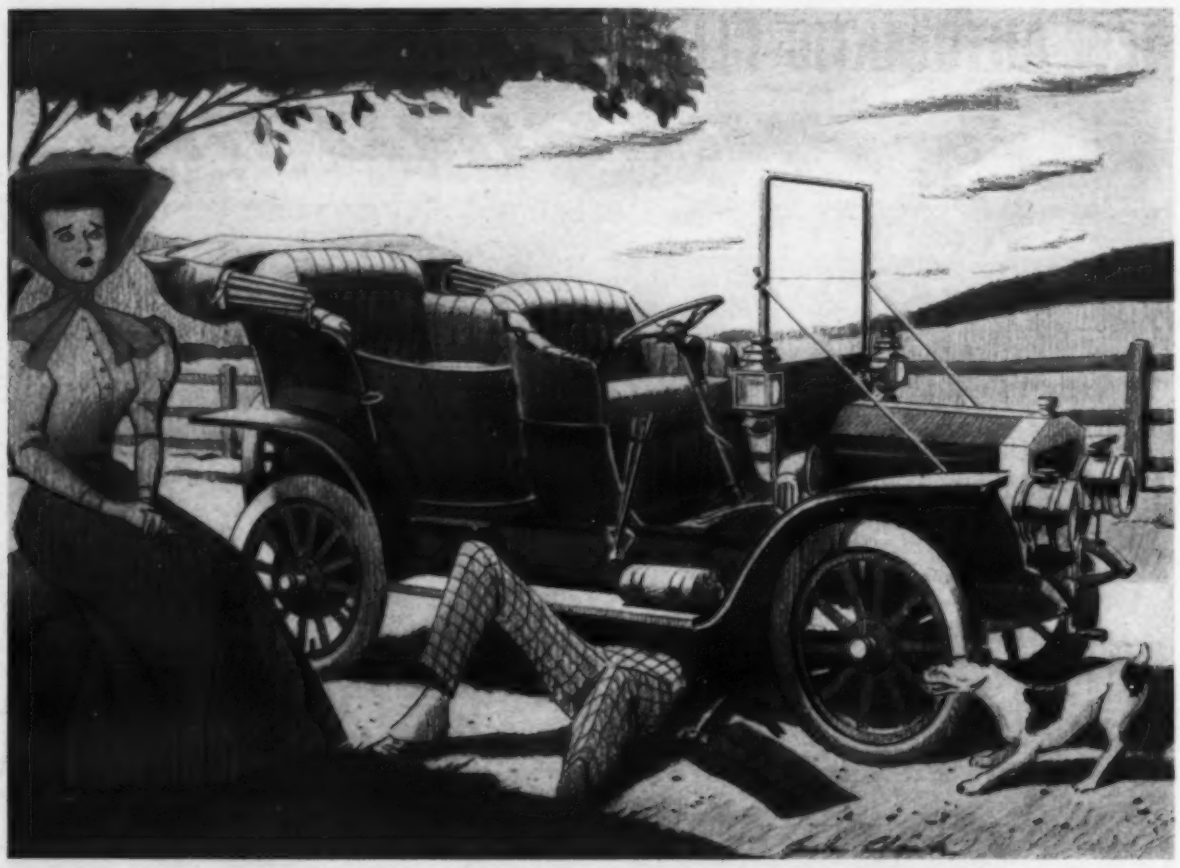
GRACE, WILLIAM E., pres. of Fruehauf Trailer Co. since 1958. Born Ft. Worth, Texas, April 27, 1908. Brantley-Draughton, B.S., B.A. degrees. Entered automobile business in 1932 at Ft. Worth with Hobbs Mfg. Co.

GRANGER, C. M., mgr. automotive products, Bendix Radio Div., since 1951. Born Barron County, Wis., Nov. 9, 1911. Entered automobile business in 1936 at Baltimore with Bendix Radio in various capacities.

GRANT, RICHARD H., JR., chmn. of the board and dir. of The Reynolds & Reynolds Co. Born Dayton, O., Jan. 18, 1913. Milford Prep. Sch., Detroit Business Univ. Entered automobile business in 1936 at Centerville, O., as Chevrolet dealer.

GRANT, WILL C., with Grant Adv., Inc. as pres. Born Dallas, Tex., Aug. 9, 1906. Southern Methodist and Texas University.

GREBE, HENRY C., with Ford Motor Company, as Chief engr., product engrg. office, metal stamping. Born Detroit, May 25, 1902. Entered automobile business in 1918 at Detroit as office boy in Body Engineering Department, Fisher Body Corp.



Ingenuity and Courage have changed "get-out-and-get-under" to "get-in-and-go"!

Remember when a motor trip without stopping to "fix something" was the exception rather than the rule; when taking along a complement of spare parts on an extended trip was standard practice?

Pioneer car builders produced the finest cars and trucks they knew how to design, but it has taken years of creative engineering, research, and metallurgical development by both the car manufacturers and their suppliers to achieve today's high level of dependable operation and long life.

As a supplier to the automotive industry throughout its mass-production history, Eaton has worked closely with virtually every builder of motor cars, trucks, and engines in developing components and processes which are vital factors in care-free dependability, safety, comfort, and appearance.

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Engine Valves • Hydraulic Valve Lifters
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Truck Transmissions • Trailer Axles
Permanent Mold Gray Iron Castings
Powdered Metal Parts • Stampings
Heater-Defroster Units
Automotive Air Conditioning Systems
Fastening Devices • Cold Drawn Steel
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Differentials • Speed Reducers
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AUTOMOTIVE NEWS FAMILY ALBUM

GREEN, JOHN F., general manager of Ditzler Color Division, Pittsburgh Plate Glass Company, since 1955. Born Portland, Oregon, March, 1914. Entered automobile business in 1954 at Detroit.

GUENTHER, JOHN C., exec. asst. to the gen. mgr. of Plymouth Div., Chrysler Corp., since May, 1958. Born Columbus, Ohio. Ohio State Univ. Entered automobile business in 1952 as engrg. writer for public rel. dept. of Chrysler Corp.

GUNDAKER, GUY JR., vice-pres. replacement sales, B. F. Goodrich Tire Co., div. of B. F. Goodrich Co. Born Philadelphia, Pa., Nov. 5, 1900. Cornell Univ. Entered automobile business in 1924 at Philadelphia with the B. F. Goodrich Co.

HABEL, O. WILLIAM, gen. mgr., Detroit Transmission Div. of General Motors Corp., since 1956. Born Delta, Ohio, Nov. 23, 1898. Ohio State Univ., B. M. E. degree. Entered automobile business in 1923 at Anderson, Ind. as student eng. with Delco-Remy Div.

HAEFNER, EARL W., Assistant to the President, Borg-Warner International Corp., since 1956. Born in Froelich, Iowa, Nov. 2, 1899. Rahe Auto School, Iowa State College. Entered automobile business 1914 as mechanics helper.

GREEN, LESLIE H., founder and chairman of the board of Automotive Materiels Corp. since 1920. Born Detroit, Mich., 1886. Entered automobile business in 1901 at Detroit with Olds Motor Works.

GULICK, J. E., vice-pres., mfg., of B. F. Goodrich Tire Div., B. F. Goodrich Co., since 1953. Univ. of Akron, B.E. degree. Entered rubber business in 1927 at Akron as tire development engr. for B. F. Goodrich Co.

GUSTINE, A. NEIL, King-Seeley Corp., pres. since 1947. Born in Hartford, Mich., Feb. 12, 1900. Univ. of Michigan, B. S. degree. Entered automobile business in 1924 at Ann Arbor, Mich., with King-Seeley Corp. as draftsman.

HADSALL, G. R., JR., auto. shows and exhibits manager of American Motors Corp. since 1957. Born Denver, February 10, 1918. Central Business College, Denver. Entered automobile industry in 1937 as salesman for Hadsall Motors (Nash), Denver.

HAFSTAD, LAWRENCE R., vice-pres. in charge of research staff of General Motors Corp. since 1955. Born Minneapolis, Minn. June 18, 1904. Univ. of Minn., B.E.E. degree, Johns Hopkins Univ., PhD degree. Entered automobile business in 1956 with General Motors Corp.

GREEN, ROBERT N., president of Automotive Materials Corporation since 1947. Born Detroit, Mich., 1918. Entered automobile business in 1935 at Detroit with Automotive Materiels Corp.

GREENLEE, JAMES T., with Imperial Brass Mfg. Co. as vice-pres. and director in charge of Industrial Sales Division. Born in Chicago Dec. 7, 1892. Northwestern U. Entered automobile business 1910 at Chicago with Imperial Brass Mfg. Co.

GRESHAM, NOAH O., with White Motor Co. as dir. of wholesale operations since 1956. Born in Herrin, Ill. Attended St. Louis U. Entered automobile business in 1929 as district mgr. Firestone Tire & Rubber Co.

GRIFFIN, HAROLD F., with Griffin Lamp Co. as pres. since organization of company in 1946. Born in Cincinnati June 10, 1898. Univ. of Cincinnati. Entered automobile business in 1917 in Detroit at Cadillac Motor Car Co.

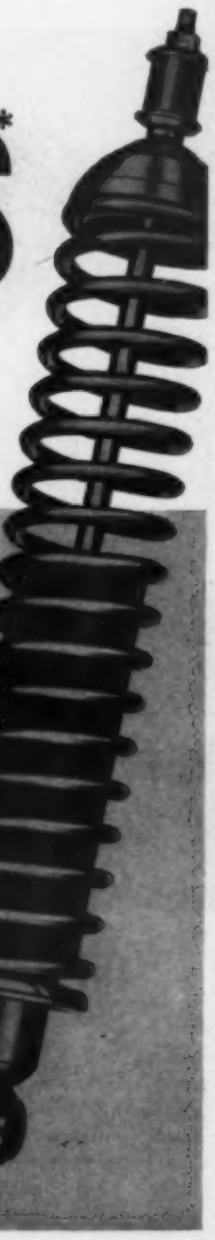
GRIMES, WILLIAM M., prod. planning mgr. of Ford International Div., Ford Motor Co., since 1958. Born in Indiana. Harvard University. Entered automobile business in 1949 with Ford Motor Co.

GROBE, LLOYD A., adv. mgr. of Oldsmobile Div. since 1957. Univ. of Idaho. Entered automobile business in 1946 at Spokane with distributor. Joined Oldsmobile in 1954.

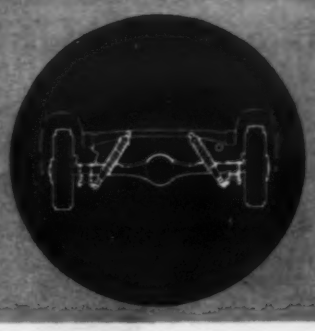
GRUNDY, GORDON E., pres. of Studebaker-Packard Corp. of Canada since 1958. Born Toronto, Ont., Feb. 26, 1912. Dalhousie Univ., degree in accounting. Joined Studebaker-Packard of Canada in 1946 as comptroller and asst. secretary.

LOAD-LEVELERS*

—Monroe stabilizing units with built-in ride control for a level ride under all road and load conditions



- ✓ Do the work of elaborate suspension systems —at a fraction of the price.
- ✓ Prevent "tail drag", side sway, and "bottoming" on axles.
- ✓ Prevent hard steering and excessive tire wear.
- ✓ Require no service, and don't interfere with under-body servicing.
- ✓ Easily installed as optional equipment at factory or car dealers.



TYPICAL INSTALLATION: Monroe Load-Levelers are installed in exactly the same position and on the same mountings as the rear shock absorbers. They automatically compensate for all road and load conditions, provide maximum stability.

Here is the market—

MONROE *World's largest maker of ride control products*

*Trademark

MONROE AUTO EQUIPMENT COMPANY • MONROE, MICHIGAN • In Canada • Monroe-Acme, Ltd., Toronto

AUTOMOTIVE NEWS FAMILY ALBUM

HAGOPIAN, LOUIS T., dir. of adv. and sales prom., Plymouth Div., Chrysler Corp. since 1956. Born Pontiac, Mich., June 1, 1925. Entered automobile business in 1948 as field claims adjuster with Pontiac. Joined Dodge in 1953.

HALDERMAN, FRANK E., gen. mgr. of Bower Roller Bearing Div., Federal - Mogul - Bower Bearings, Inc., since 1956. Born Emporium, Pa., 1901. Entered automobile business in 1942 with Bower Roller Bearing Co.

HALL, T. FAXON, with Walker Mfg. Co. of Wis. as vice-pres. Born Negaunee, Mich., May 2, 1901. Univ. of Wis., B.A. Entered automobile business in 1930 in Milwaukee, Wis., with Shaler Co. as sales promotion mgr.

HALLAS, HOWARD E., pub. rel. dir. of American Motors Corp. since 1955. Born Sept. 11, 1910, Donora, Pa. U of M, 1933. Entered automobile business in 1937 with Automotive Daily News.

HAMILTON, GUY JR. with Ford Div., Ford Motor Co., as exec. asst. to gen. sales mgr. Born Whitewright, Tex. Rice Institute. Entered automobile business in 1948 at Dearborn, Mich., with Ford Motor Co. as member of the organization department.

HAHN, REA I., pres. of Walker Mfg. Co. of Wis. since 1956. Born Culver, Ind., Sept. 10, 1910, Purdue Univ., B.S. Ch.E. degree. Entered automobile business in 1934 at Anderson as metallurgist and process engr. with Delco-Remy Div., General Motors Corp.

HALL, SIDNEY S., with Libbey - Owens - Ford Glass Co. as Detroit automotive sales mgr. since 1945. Born Dayton, O., Nov. 15, 1902. Univ. of Pa., B.S. of Econ. Entered automobile business with Libbey-Owens-Ford at Toledo in 1927 as sales rep.

HALLAREN, JOHN D., vice-pres. of Tyrex, Inc. since 1958. Born New York, N. Y., June 7, 1910. Columbia Univ. Entered automobile business in 1953 at New York as dir. of pub. rel. with American Rayon Institute.

HALLER, FRED L., Past pres. National Automobile Dealers Assn. Born in Washington, D.C., Sept. 22, 1895. Entered automobile business in 1919 in District of Columbia as dealer.

HAMLIN, J. R., general manager Aro Top Sales Co. since 1945. Born Wenham, Mass., in 1892. Entered automobile business in 1916 at Boston with Connell-McKone Co., as salesman.

HAMMOND, WILLIAM A., adv. mgr. of Plymouth Division, Chrysler Corp. since June, 1957. Born St. Clair Shores, Mich., Sept. 1, 1923. Attended Detroit Business Institute and Univ. of Georgia. Was Director of Media, Grant Advertising, prior to joining Plymouth.

HANCOCK, ROBERT W., with Hancock Mfg. Co. as pres. since 1948. Born in Chicago, Jan. 1 1905. Mass. Inst. of Tech. Entered automobile business in 1927 at Jackson, Mich., with Hancock Mfg. Co. as prod. clerk.

HANCOCK, WILLIAM G., with McCord Corp. as pres. and chma. of board since Jan., 1959. Born Detroit Dec. 22, 1894. Entered automobile business in 1919 in Detroit with McCord Corp. as office mgr.

HANSEN, ERIK J., gen. mgr. of Toyota Motor Distr., Inc., since 1958. Born Ann Arbor, Mich., June 21, 1924. Univ. of Mich., B.S. degree. Entered automobile business in 1950 at Detroit as zone mgr. with Ford Motor Co.

HANSEN, ZENON C. R., pres. of Diamond T Motor Truck Co. since 1956. Born Hibbing, Minn., 1909. Entered motor truck business in 1927 with International Harvester Co.

HARBISON, JOHN S., sales mgr. of Willard Storage Battery Div., The Electric Storage Battery Co. Born Magazine, Ark. Apr. 9, 1915. Entered automobile business in 1947 at Kansas City with the Willard Storage Battery Co.

HARDIG, E. J., chief engr. of Studebaker-Packard Corp. since 1955. Born Cincinnati, Ohio, Nov., 1901. Entered automobile business in 1918 as detail draftsman.

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For nearly fifty years Bendix* Starter Drives have been the recognized standard drive for all types of internal-combustion engines. Besides their more than 125,000,000 automotive installations, these units have also been given top preference in such diversified fields as aircraft, earth movers, outboard motors, submarines, and others. The reason *has* to be that Bendix drives deliver superior performance and are more reliable. In other words you can start *better* with Bendix.

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AVIATION CORPORATION

AUTOMOTIVE NEWS FAMILY ALBUM

HARDING, ALBERT B., with Lempco Prod., Inc. as vice-pres., sales since 1949; with Lempco Automotive, Inc. as pres. since July, 1953. Born 1917. Lehigh Univ., B. S. degree. Entered automobile business in 1946 at Bedford, O., with Lempco Prod., Inc. as sales engr.

HARDING, SAM V., with Bendix Prod. Div. of Bendix Aviation Corp. as adv. mgr. since 1937. Born Indianapolis June 21, 1900. Entered automobile business in 1922 in Indianapolis with Marmon Motor Car Co. as sales and sales prom. mgr.

HARRIG, ERNEST L., with Chevrolet Motor Div. of GM Corp. as gen. serv. mgr. since 1947. Born Hannibal, Mo., May 12, 1895. Entered automobile business in 1908 in Omaha, Neb., with Franklin-Peerless as mechanic.

HARRINGTON, F. THEODORE, with Vickers, Inc. as vice-pres., sales since 1939. Born in Cleveland, O., 1903. Univ. of Akron, M.E. Entered automobile business in 1932 at Detroit with Vickers, Inc., as sales engineer.

HARRINGTON, RALPH H., merchandising manager, Retail Stores Dept. of General Tire & Rubber Co.

HARRIS, WADE N., Pres. Midland-Ross Corp. (formerly Midland Steel Products Co.) since 1956. Born Buffalo, N. Y., Feb. 17, 1906. Cornell Univ., B.S. degree. Entered automobile business in 1948 at Detroit as body div. mgr. of Murray Corp. of America.

HARROW, T. T., with White Motor Co. as dir. of export since 1949. Born 1889. Entered automobile business in 1926 as salesman.

HARTFORD, LAWRENCE D., sen. vice-president in charge of sales of Dunlop Tire and Rubber Corporation since 1954. Born in Ohio, Nov. 27, 1898. Entered tire business in 1923 at Chicago as office manager of Dunlop Tire and Rubber Corporation.

HARTIG, ARNOLD W., with Chrysler Corp. as gen. mgr. axle and transmission div. since 1958. Born May 30, 1909, in Reedsburg, Wis. Entered automotive field with Universal Products in 1946, serving as treas. and dir.

HARTIGAN, JOSEPH J., with Campbell-Ewald Co. since 1925, vice-chmn. of the board. Born in Chicago, Apr. 27, 1899. Mark Sheridan-St. James. Entered automobile business in 1916 at Chicago with Critchfield & Co.

HASSEL, CARL E., vice-pres. and media dir., Ross Roy, Inc. Born Menominee, Mich., July 19, 1903. Univ. of Michigan. Entered automobile business in 1926 in Detroit with Campbell-Ewald Co. as research asst.

HATCH, ARTHUR S., member Ford Motor Company dealer policy board, with headquarters in San Francisco. Joined Ford in Chicago in 1922. Western Regional Sales Manager for Ford Division immediately prior to becoming a member of Dealer Policy Board.

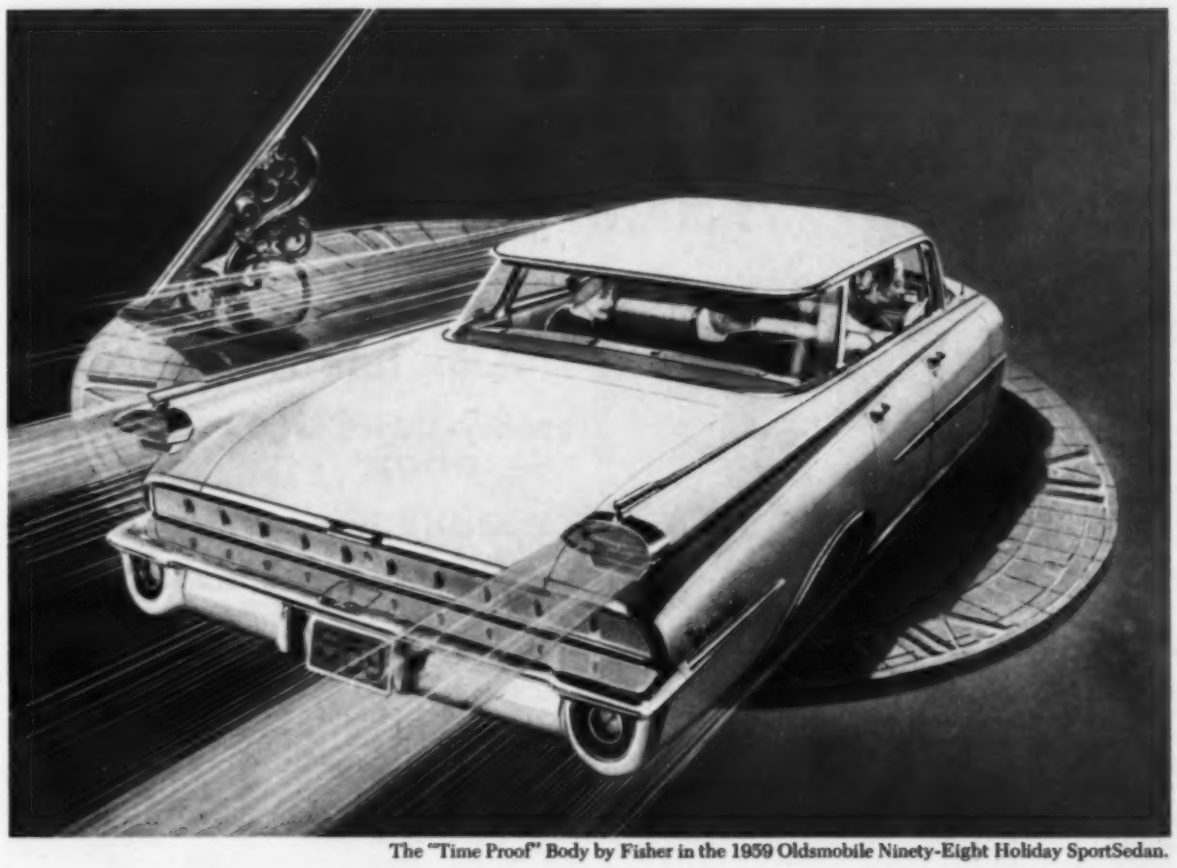
HATCH, CLARANCE, JR., exec. vice-pres. of Campbell-Ewald Co. since 1956. With D. P. Brother as executive vice-president from 1934 to 1955, with Kudner Agency 1955-1956 as sen. vice-pres. Born in Savannah, Ga. Entered advertising business with Chrysler in 1923.

HAWKINS, HARRY, dir. of sales and engrg. of Saginaw Steering Gear Div., General Motors Corp. Born July 11, 1905, Bay City, Mich. Univ. of Mich. Entered automobile business in 1926 with White Motor Co.

HAYS, ROBERT M., with Rockwell-Standard Corp. as vice-pres. since 1953. Born Pittsburgh, Pa., Aug. 2, 1902. Penn State Univ. Entered automobile business in 1927 at Pittsburgh.

HEALEY, LOUIS J., vice-pres. U. S. Rubber Co., gen. mgr. Mechanical Goods Div., since 1958. Born Santa Rosa, Calif., 1916. Univ. of Oregon. Entered rubber business in 1939 with U. S. Rubber Co. as salesman.

HEGG, CLINTON F., asst. to vice-pres. and gen. sales mgr. of Johns-Manville Co. Univ. of Minnesota. Entered glass industry in 1939 at Dallas as sales rep. for L-O-F Glass Fibers Co.



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You get all these exclusives, and lots more, in a "Time Proof" Body by Fisher—available only in the "GM Five": Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

Only the "GM Five" give you the Bonus of BODY BY FISHER

VISIBILITY UNLIMITED! That's the new Vista-Panoramic windshield on every "Time Proof" Body by Fisher! Its area has been increased as much as 50% to give you a clear, "Captain's bridge" field of vision from pillar to pillar.

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PONTIAC
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BUICK
CADILLAC

AUTOMOTIVE NEWS FAMILY ALBUM

HEIL, JOSEPH F., with Heil Co. as pres. since 1946. Born in Wisconsin in 1902. Northwestern Univ. Entered automobile business in 1923 with Heil Co.

HEITMAN, CHARLES E., pres. of Carter Carburetor Div., ACF Industries, Inc., since 1956. Born Bolton, Miss., Jan. 14, 1908. Georgia Tech., Yale Univ., B.S.E.E., M.S.E.E. degrees. Entered automobile business in 1936 at Philadelphia as engr. with Edw. G. Budd Mfg. Co.

HENRY, JOHN F., vice-pres. of Geyer Adv., Inc. since 1953. Born Brooklyn, N. Y. N. Y. Univ. Entered automobile business in 1946 at N. Y. as asst. acct. exec. with Geyer, Morey, Madden & Ballard.

HERMAN, FRANK P., with Purolator Products Co. as dir. Born in Ashland, O., 1886. Ohio State. Entered automobile business in 1912 at Detroit with Studebaker Corp. as salesman.

HERPOLSHEIMER, PAUL JR., with DeSoto Div., Chrysler Corp., as dir. dealer rel. since 1956. Born Sept. 26, 1904 in Seward, Neb. Univ. of Neb. Joined DeSoto in 1939 as dist. mgr. Entered automobile business in 1926 as retail salesman.

HEIDENHEIM, ROGER S., sales mgr. replacement part div. of McQuay-Norris Manufacturing Co., since 1954. Born Philadelphia, Pa., Oct. 5, 1909. Entered automobile business in 1929 in California with McQuay-Norris Mfg. Co.

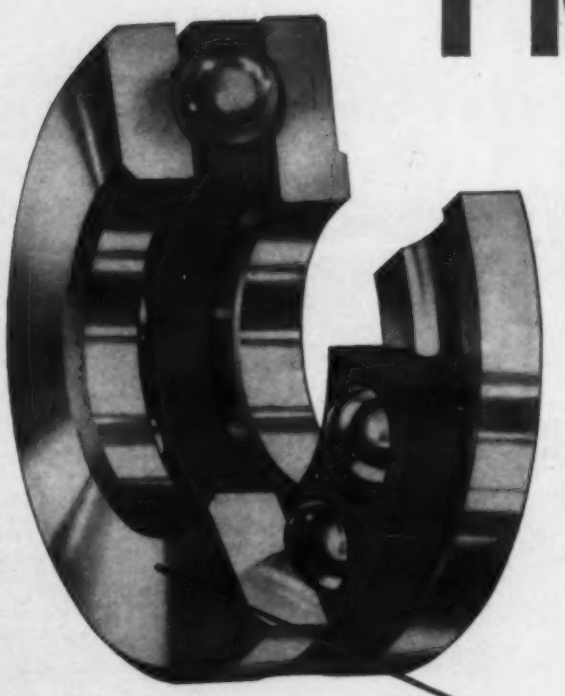
HENDERSON, ELDON H., with Yale Rubber Mfg. Co. as pres. Entered automobile business in 1927 with Continental Rubber Works as sales engineer. Left in 1945 to found Yale Rubber Mfg. Co.

HENRY, T. JACK, vice-pres. and Detroit mgr. of McCann-Erickson, Inc., since Jan., 1958. Born Seaforth, Ont. McGill Univ. Entered automobile business in 1935 at Montreal as asst. account exec. with N. W. Ayer & Son, Inc.

HERNDON, WALTER B., dir. of sales and engrg. of Detroit Transmission Div., General Motors Corp., since 1956. Born Spokane, Wash., Aug. 20, 1906. State Coll. of Wash., B.S. degree. Entered automobile business in 1928 with General Motors Corp.

HEWITT, THOMAS M., automotive publicity mgr. of American Motors Corp. since 1956. Born Detroit, Mich., Sept. 29, 1929. Wayne Univ., Univ. of Detroit. Entered automobile industry in 1949 as staff writer for Automotive News.

PRECISION



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Flatness to .00003″

Finish to 5 micro inches

Bore and O.D. Tolerances to .0002″

Parallelism to .0001″

Concentricity to .0002″

Squareness to .0003″

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HICKS, GLENN H., with Acme Quality Paints, Inc., technical dir. since 1940. Factory manager since 1953. Born Garnett, Kan. May 5, 1903. Univ. of Kan., A. B. Entered automobile business in 1923 in Kansas City, Mo., with Cook Paint & Varnish Co. as chemist.

HILL, WILLIAM O., mgr., special events for Plymouth Div., Chrysler Corp., since Jan., 1957. Born Taylor, Texas, Feb. 1, 1925. Louisiana Tech. Entered automobile business with Dodge in 1952 in co-op adv.

HOGMAN, AKE A., pres. of Volvo Import, Inc. since 1958. Born Stockholm, Sweden, June 26, 1913. Stockholm Business Coll., master's degree. Entered automobile business in 1946 at Gothenburg, Sweden, as vice-pres. in chg. of domestic sales of Volvo.

HOLDEN, PARKER with Holden, Chapin, LaRue, Inc. as pres. since 1926. Born Detroit, Mich., Feb. 1897. Trinity Coll. A.B. Entered advertising business in 1919 in Detroit with Seelye & Brown Adv. Agency as acct. exec.

HOLDEN, THOMAS H., dealer rep. and rel. mgr., M-E-L Div., Ford Motor Co. Born Rutland, Vt. in 1911. Deen Academy, Tufts Coll. Entered automobile business in 1933 with Ford Motor Co.

HOLE, A. J., gen. mgr., Metal Stamping Div., Ford Motor Co., since 1958. Born McIntosh, Minn., Sept. 10, 1904. Entered automobile business in 1922 as die maker for Briggs Mfg. Co.

HOLIHAN, ROY J., advertising representative for Automotive News since 1955. University of Detroit. Entered automobile business in 1920 at Detroit as assistant advertising manager of Cadillac Motor Car Co.

AUTOMOTIVE NEWS FAMILY ALBUM

HOLLEY, GEORGE M., with Holley Carburetor Co. as chmn. of the board since 1917. Born Port Jervis, N. Y. Apr. 11, 1878. Stevens School. Entered automobile business in 1897 in Bradford, Pa. with Holley Brothers Co.

HOLLEY, GEORGE M., JR., with Holley Carburetor Co. as pres. since 1953. Cornell Univ., B. of Arts. Entered automobile business in 1938 at Detroit with Holley Carburetor.

HOLLEY, JOHN C., with Holley Carburetor Co. as vice-president and director of sales. Cornell Univ. Entered automobile business in 1940 at Detroit with Holley Carburetor in engrg. dept.

HOLLINGSHEAD, RICHARD M., with R. M. Hollingshead Corp. as chmn. of board. Born Riverton, N. J., Feb. 25, 1900. Manlius. Entered automobile business in 1918 with R. M. Hollingshead Corp.

HOLLINS, JESSE R., vice-pres. of Signal-Stat Corp. since 1932. Born in Poland, Oct. 21, 1905. Entered automobile business in 1928 with inventions of safety devices for the automotive industry.

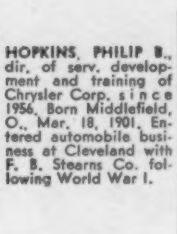
HOLMES, FOSTER, with Lincoln Engrg. Co., Div. of McNeil Machine & Engrg. Co. as dir. & asst. treas. since 1956. Born Minneapolis, Minn. June 25, 1890. Phillips Exeter Acad., Sheffield Scientific School of Yale Univ., B. S. degree. Entered the lubricating equipment business in 1931 at St. Louis with Lincoln Engineering Co. as sales mgr.

HOOK, F. R., asst. gen. mgr. of Iona Mfg. Div., The Mitchell-Bentley Corp., since 1957. Born Oct. 30, 1903. Entered automobile business in 1924 at Pontiac, Mich., with Fisher Body Div.

HOOPER, GEORGE P., with Hancock Mfg. Co. as vice-pres., mgr. of auto. sales, Hewitt-Robins, Inc. Born London, Canada, 1893. High school, bus. coll. Entered automobile business in 1920 at Windsor, Ont., with GM Corp. as foreman.

HOPE, IVOR H., with Hope Metal Products, Inc., as pres. since 1939. Born London, England, in 1896. Oxford Univ., England, B. A., M. A. Entered automobile business in 1920 with Chandler Motor Car Co. as P. A.

HOPKINS, PHILIP B., dir. of serv. development and training of Chrysler Corp. since 1956. Born Middlefield, O., Mar. 18, 1901. Entered automobile business at Cleveland with F. B. Stearns Co. following World War I.



HOPPE, HEINZ C., vice-pres. of Daimler-Benz of North America, Inc., pres. of DKW American, Inc., since 1955. Born Grosschatten, Germany, Feb. 16, 1917. Entered automobile business in 1954 at Stuttgart as factory rep. with Daimler-Benz A.G.

HORNER, STANLEY H., past pres. National Automobile Dealers Assn., past pres. of Washington Automobile Dealers Assn. Buick dealer since 1917, dir. Universal Underwriters, Pres. D. C. Old Timers. Dir. Automobile Old Timers. Entered automobile business in 1904 at Washington, D. C.

HOWARD, J. B., plant operations mgr., M-E-L Div., Ford Motor Co., Co., since 1955. Born Greenville, Texas. Rice Institute, Southern Methodist Univ. Entered automobile business in 1926 with Ford Motor Co.

HUBBS, H. D., parts and access. mgr. Ford Div., since 1956. Born Amsterdam, N. Y. Cornell Univ. Entered automobile business in 1947 as parts sales mgr. of Ford Motor Co.

HUDGENS, JAMES S., asst. gen. sales mgr., Buick Motor Div. Born Kansas City, Mo., Aug. 15, 1914. Purdue Univ. Entered automobile business in 1939 as car distributor and office manager in Buick's Kansas City zone.

HUDSON, ARTHUR S., pres. of Marine and Industrial Engine Div., Chrysler Corp., since Nov., 1957. Born Detroit, Mich., July 16, 1912. Princeton Univ., B.A. degree. Entered automobile business in 1943 with Chrysler Corp.

HUDSON, MARVIN L., dir. of automotive export sales of American Motors Corp. since 1956. Born Powhatan, Ark. Detroit Business Institute. Entered automobile business in 1925, working on assembly line of Rickenbacker Motor Car Co.

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OWOSSO MANUFACTURING DIVISION

is Another Step Forward in the Progress of

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● The completion of the new plant of the Owosso Manufacturing Division of The Mitchell-Bentley Corporation marks the beginning of a new epoch in the industrial history of Owosso.

This custom designed, strikingly handsome modern plant, encompassing 250,000 square feet of manufacturing space is uniquely equipped to keep pace with the dynamic developments in the everchanging automotive industry.

Here is progress, measured not in terms of steel, brick and stone, but in human terms . . . of men with vision who are giving vibrant reality to a rapidly expanding corporation . . . of people whose skills are fashioning its products . . . and of the community in which this vital force is playing its prominent role.

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●
TARPAULIN PRODUCTS FOR CIVILIAN AND DEFENSE CONTRACTS
●
BURROUGHS ADDING MACHINE TABLES
●
SPECIAL AUTOMOBILE BODIES
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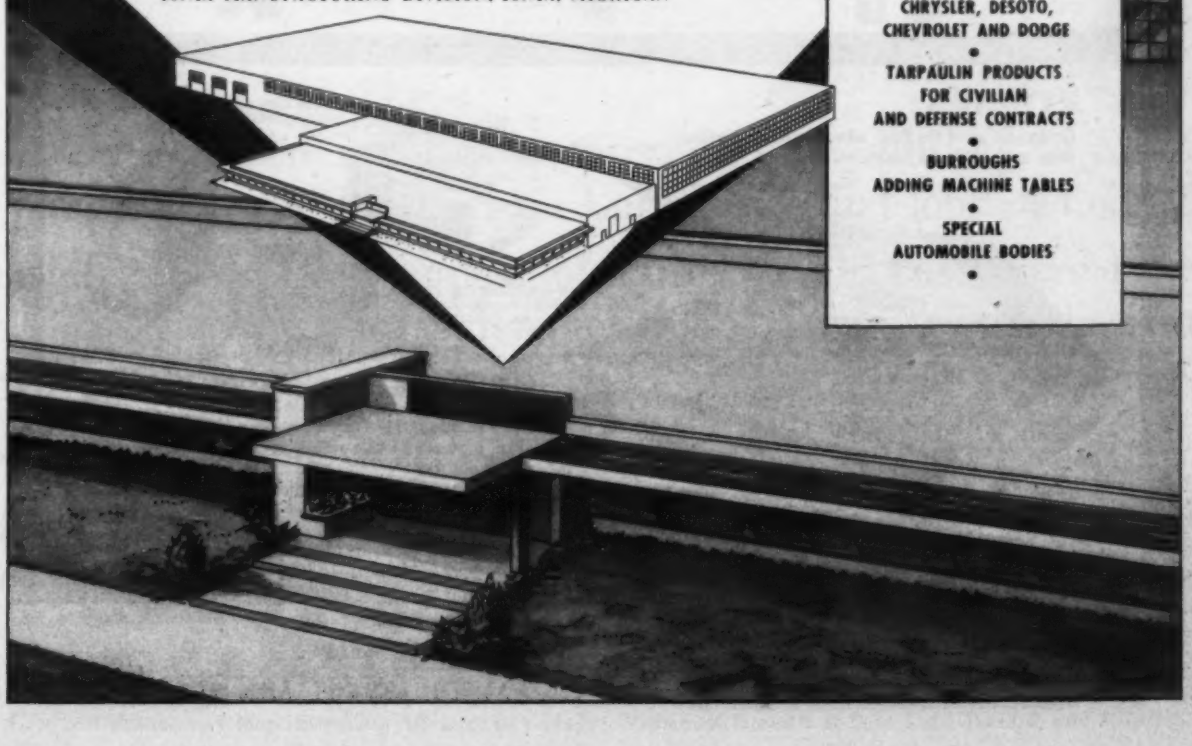

AUTOMOTIVE NEWS FAMILY ALBUM

HUEBNER, GEORGE J. JR., with Chrysler Corp. as exec. engr.--research since Jan. 1953. Born in Detroit in 1910. Univ. of Mich. Entered the automotive business in 1931 as a laboratory eng. for Chrysler.

HUGHSON, WILLIAM L., with Wm. L. Hughson Co. as pres. since 1903. Born Buffalo, N. Y., Nov. 13, 1868. Business college. Entered automobile business in 1903 at San Francisco.

HUMPHREYS, HARRY E., JR., chmn. of board U. S. Rubber Co. since 1951. Born Philadelphia, Oct. 24, 1900. Wharton School of Finance. Entered rubber business in 1938 in New York with U. S. Rubber Co. as vice-pres. and director. Served as pres. 1949-1957.

HUNTER, ROBERT E., gen. sales mgr. of Detroit Diesel Engine Div., General Motors Corp., since 1955. Born Nunda, N. Y., June 12, 1911. Univ. of Mich., B.S. degree. Entered automobile business in 1937 at Detroit as mgr. of market analysis with Graham Paige Motor Car Co.

HUTCHINSON, RICHARD A., vice-pres. and mgr. of export div. of Studebaker - Packard Corp. Born Spokane, Wash., Sept. 19, 1897. Gonzaga Univ. Entered automobile business in 1917 at Portland, Ore., with Charles C. Fagan Co. as salesman. Joined Studebaker in 1923.

HUFSTADER, WILLIAM F., vice-pres. of General Motors Corp. in charge of distribution since Nov. 1, 1948. Born Jersey City, N.J., June 25, 1895. Denison Univ. Entered automobile business in 1915 at Buffalo with Pierce-Arrow Motor Car Co. as student engineer.

HULCE, RAY A., asst. gen. pur. agt. of M-E-L Div., Ford Motor Co., Born Whitewater, Wis. Univ. of Mich., B.S. degree, Columbia Univ., M.S. degree. Entered automobile business in 1948 with Ford Motor Co.

HUNT, ROY A., with Aluminum Company of America since 1903; president 1928-1951; chairman exec. committee since 1951. Born in Nashua, N. H., Aug. 3, 1881. Yale, 1903; A. B. Univ. of Pittsburgh, Ph. D. (Hon.), 1944. Oberlin College, Ph.D. (Hon.) 1953.

HUSTED, ELBERT E., with Titeflex, Inc., as vice-chmn. of the board. Born Kansas City, Kans., June 8, 1892. Colorado Agr. Coll. Entered automobile business in 1924 in Newark, N. J., with Titeflex, Inc., as salesman.

IACOCCA, L. A., car marketing mgr. of Ford Div., since 1957. Born Allentown, Penn. Lehigh Univ., B.S. degree, Princeton Univ., M.S. degree. Entered automobile business in 1946 at Dearborn with Ford Motor Co. on sales staff.

INGERSOLL, ROY C., pres. Borg-Warner Corp. 1950-55; pres., chmn. bd., 1955-56; chmn. bd., chief exec. officer 1956, chmn., 1958. Born Sandoval, Ill., Oct. 24, 1884. Knox College. Chicago, Rock Island & Pacific R. R., Kelsey-Hayes Co. Hon. member of board, Trans. Assn. of America.

IRISH, WILLIAM C., gen. sales mgr. of Alf-Herman Corp. since 1957. Entered automobile business in 1956 with Herman Body Co. as asst. to the vice-pres.

ISBRANDT, R. H., dir. of automotive engrg. of American Motors Corp. since 1956. Born in Milwaukee on April 9, 1905. Univ. of Michigan and Univ. of Toledo. Entered automobile industry in 1920 as chassis detailer with A. O. Smith Corp.

ISON, FRED M., with Saginaw Steering Gear Div., GM Corp., as sales and service mgr. since June 16, 1952. Born Burgin, Ky. Burgin H. S. GM Inst. Entered automobile business with Fisher Body Div. of GM Corp. in July, 1927.

JACKSON, HENRY M., vice-pres. of J. Walter Thompson Co. since 1953. Born San Francisco, Calif., Oct. 30, 1906. Univ. of California. Entered automobile business in 1946 at San Francisco as account representative of J. Walter Thompson Co.

JACKSON, LEE R., with Firestone Tire & Rubber Co. as vice-chmn. since 1957. Born Akron, Apr. 28, 1891. Univ. of Akron. Entered tire business in 1912 at Akron with Firestone Tire & Rubber Co. as salesman.

JACOBSON, CHARLES L., with Chrysler Corp. as vice-pres. dealer rel. since 1956. Pres. parts div., 1949-54. Born Paw Paw, Ill., May 29, 1896. Kalamazoo Coll. Entered automobile business in 1914 at Detroit with Ford Motor Co., adv. dept.

These Genuine Schrader Products are Basic to Best Tire Service

Provide complete tire air service: Replacement valves, caps and cores, rivets, patches—full repair on all tires that come in to you. It's easier, faster, better when you use genuine Schrader Products. Be prepared to handle every job. Stock these *basic* Schrader Products—your supplier has them all!

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Your tires are now delivered valveless, so don't get caught . . . keep plenty of genuine Schrader valves on hand for every tire situation.

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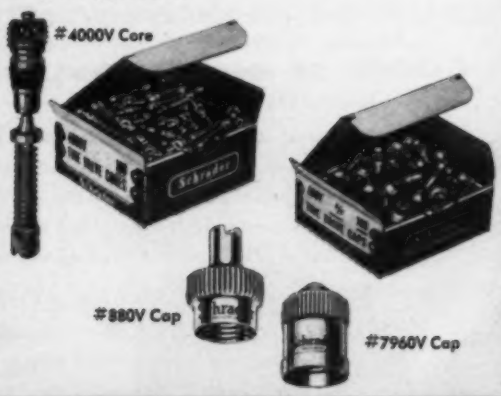
A fresh Schrader Cap and Core with every tire change is air-seal-insurance every customer appreciates.



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Customers want the best, so why not make repairs easy and quick the Schrader way!

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Makes it easy and profitable to fix any tire for any vehicle . . . the modern self-vulcanizing way. Will produce $140 worth of repair business for you! Contains: skiving knife, stitcher, inserting tool, buffing brush, cleaning solution, vulcanizing stock, instruction poster, self-vulcanizing fluid, patches of all types and sizes.

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AUTOMOTIVE NEWS FAMILY ALBUM

JAHANT, CHARLES J., with General Tire & Rubber Co. as vice-pres. since 1922. Born Akron, O., June 19, 1885. Buchtel Coll., B. S. degree. Entered automobile business in 1909 at Akron with Firestone Tire & Rubber Co. as div. supt.

JOHN, W. A. P., co-founder of MacManus, John & Adams, Inc. Now is chmn. of advisory comm. Born in New Albany, Ind., Jan. 31, 1895. Univ. of Mich., A. B. degree. Entered automobile business in 1916 at Detroit with Dodge Bros., adv. dept. as copy-writer.

JOHNSON, DAVID W., with Muskegon Motor Specialties Co. as pres. since 1952. Born Algonac, Mich., Oct. 22, 1915. University of Detroit, B.M.E. degree. Entered automobile business in 1939 at Detroit with Federal Mogul Corp. as test engineer.

JOHNSON, JOSEPH, with Snap-on Tools Corp. Snap-on Tools of Canada, Ltd., as pres. since 1939. Born Milwaukee, 1894. Entered automobile business in 1918 at Milwaukee with American Grinder Mfg. Co. as mfg. exec.

JOHNSON, RAY, P., exec. and director of Borg - Warner. Born Muncie, Ind., July 31, 1907. Harvard. Entered automobile business in 1925 with Warner Gear, Div. Borg - Warner.

JARRELL, JOHN E., pres. of Ross Gear and Tool Co., Inc., since 1952. Born Lafayette, Ind., Oct. 1, 1903. Purdue Univ., BSME degree. Entered automobile business in 1925 as sales engr. with Ross Gear and Tool Co.

JOHNSON, ABEN E., with Hastings Mfg. Co., Hastings, Mich., as president 1939 - 1955, chairman of the board since 1955. Born Oakland, Neb., Sept. 5, 1884. Nebraska Business School. Entered automobile business in 1916 at Hastings with Hastings Mfg. Co. as gen. mgr.

JOHNSON, J. E., national car distribution mgr. of American Motors Corp. since 1956. Born Glen Ellyn, Ill., April 21, 1925. Entered automobile industry in 1946 as factory tour guide at Nash plant in Kenosha, Wis.

JOHNSON, PAUL C., with Sealed Power Corp. as pres. since April, 1952. Born Muskegon, Mich., 1907. Entered automobile business in 1929 with Sealed Power Corp.

JOHNSON, RUSSELL S., with Eclipse Machine Division, Bendix Aviation Corporation, as director of sales since 1953. Born June 20, 1907 at Durell, Pa. Entered automobile business with Eclipse Machine Co. engineering dept. in 1926. Manager Detroit office, Eclipse Machine Division 1931 to 1953.

JOHNSON, STEPHEN, JR., with Bendix-Westinghouse Automotive Air Brake Co. as gen. mgr. since 1957. Born Newport News, Va., Feb. 5, 1900. Univ. of Mich., B. S. degree. Entered automobile business in 1923 at Pittsburgh with Westinghouse Air Brake Co. as mechanical expert.

JOHNSON, WOODROW D., general sales manager, Textile Div. U. S. Rubber Co., since 1954. Born New York, N. Y., Feb. 4, 1917. Columbia Univ. Entered rubber business in 1942 at New York as merchandising mgr. of U. S. Rubber Co.

JOHNSTON, GEORGE J., with Brooke, Smith, French & Dorrance, Inc., since 1934. Vice-pres. and dir. of media. Born Detroit, Mich. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co.

JONES, BLYTHE R., with Ethyl Corp. Research Lab. as mgr., Passenger Car Div. of Technical Service since 1944. Born Petersburg, Ind., Feb. 6, 1903. Univ. of Ill. With Ethyl Corp. since 1932. Entered automobile business in 1926 with Studebaker Corp.

JONES, EDWIN OLNEY, senior vice-pres., dir. and secy. of Federal - Mogul - Bower Bearings, Inc. Born Philadelphia, Pa., Sept. 12, 1894. Univ. of Pa., B.S. in M.E. Entered automobile business in 1919 at Detroit with Federal Bearing and Bushing Corp. as engr.

JONES, ERNEST A., pres. of MacManus, John & Adams, Inc., since Dec., 1955. Born Jamestown, N. Y., June 18, 1915. U. of M., A.B. degree. Entered automobile business in 1938 at Detroit on Pontiac account of MacManus, John & Adams, Inc.

JOYCE, W. J. JR., with Rockwell-Standard Corp. as vice-pres., Foreign Operations, since 1957. Grad. Cornell Univ. M.S. degree. Entered auto business with Inland Div. as exp. engr.; Chief engr., Raybestos - Manhattan; sales mgr. Clutch Dept., Dana Corp.

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WILL TRAVEL: 12,197 MILES PER YEAR

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AUTOMOTIVE NEWS FAMILY ALBUM

JUDGE, J. EMMET, Mercury marketing mgr. of M-E-L Div., Ford Motor Co., since 1955. Born Grafton, N. D. Univ. of North Dakota. Entered automobile business in 1949 at Detroit with Lincoln-Mercury Div. as mgr. of product and facilities planning.

KEENER, J. WARD, with The B. F. Goodrich Co. as pres. and chief exec. officer since 1958. Born Birmingham, Ala., Aug. 6, 1908. Birmingham Southern Col., Univ. of Chicago, M. degree in bus. adm. Entered automobile business in 1937 at Akron with B. F. Goodrich Co.

KELLEY, NICHOLAS JR., vice-pres. of Chrysler Corp. and gen. mgr. of Overseas Div. since 1958. Born March 27, 1910, in N. Y. Graduate of Harvard and Harvard Law School. Entered the automotive business in the legal dept. of Chrysler in 1935.

KELLY, ARTHUR, with B. F. Goodrich Co., as exec. vice-pres since 1956. Purdue Univ. Entered automobile business in 1925 with B. F. Goodrich Co.

KELLY, RICHARD D., vice-pres. of The Electric Auto-Lite Co. and dir. equip. battery sales since 1954. Born Toledo, O., June 12, 1914. Cornell Univ. Entered automobile business in 1935 with Bingham Stamping Co.

JULIUS, DONALD A., sales prom. mgr. of Plymouth Div., Chrysler Corp., since Oct., 1958. Born Buffalo, N. Y., Oct. 5, 1922. Univ. of Mich. grad. Entered automobile business in March, 1955 as dist. mgr. for Plymouth Div.

KELLEY, EDWARD H., with Chevrolet Div. of General Motors Corp. as gen. mfg. mgr. since May, 1952. Born in Lowell, Mass. Entered automobile industry as engr. for Studebaker Corp. in 1924.

KELLEY, OLIVER K., with Buick Motor Div. as chief engineer. Born in Paimio, Finland, 1904. Chicago Tech. College and Mass. Inst. of Tech. Entered auto industry as draftsman at Nash Motors. Joined Buick as chief engineer in Sept. of 1957.

KELLY, R. J., mgr. of pub. rel. of Chrysler and Imperial Div. since 1957. Born Nebraska City, Neb. Univ. of Neb. Joined Chrysler Corp. in 1957 in present capacity.

KENNARD, EDWARD C., gen. sales mgr. of Buick Motor Div. since 1957. Born Anderson, Tex., Sept. 28, 1919. U. of Tex. Entered auto industry in 1946 as Buick parts stock mgr. in Flint.

KAEGI, EDWARD A., gen. mgr. of Brown-Lipe-Chapin Div. of General Motors Corp. since 1956. Born New Albany, Ind., Dec. 24, 1903. Purdue Univ., B. S. degree. Entered automobile business in 1926 at Anderson, Ind. with Delco-Remy Division as student engineer.

KAISER, EDGAR, F., President and director of Willys Motors, Inc. in 1949. Born Spokane, Wash., July 29, 1908. Univ. of California. Entered automobile business in 1945 at Willow Run, Mich., with Henry J. Kaiser, as vice-pres. and gen. mgr.

KAISER, HENRY J., chmn. of bd. and dir. of Willys Motors, Inc. Born Sprout Brook, N. Y., May 9, 1882. Entered automobile business in 1945 at Willow Run, Mich., with Joseph W. Frazer as partner.

KATKE, M. L., gen. mgr., Engine & Foundry Div., Ford Motor Co., since 1958. Born Big Rapids, Mich., Feb. 9, 1908. Entered automobile business in 1928 as tool and die maker for Oldsmobile Div.

KEANE, RICHARD C., mgr. all-prod. sales of American Bosch Div. since Dec., 1958. Born Syracuse, N. Y., June 15, 1915. Duke Univ. Entered automobile business in 1950 with American Bosch.

KEATING, THOMAS H., vice-pres., dir., and group exec. in charge of passenger car divisions, GM Corp. Born Brooklyn, N. Y., 1894. Entered automobile business in 1917 at New York City with Chevrolet as clerk, distribution dept.

KEELING, HAL R., with Keeling & Co., Inc., as chmn. of board since 1958. Born Fountain County, Ind., 1892. Butler Univ. Entered automobile business in 1917 at Kokomo, Ind., with Haynes Automobile Co. as adv. mgr.

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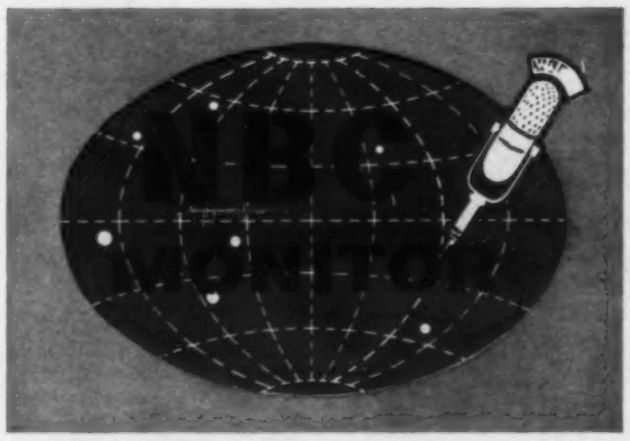

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2. Produced by a basic manufacturer of brake shoes	X	
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4. Produced by a basic manufacturer of brake lining	X	
5. Laboratory tested on dynamometers	X	
6. Proving ground tested on one of the largest company-owned test fleets	X	
7. Contain no drum-scoring wire backed linings	X	
8. Every shoe shear tested for bond strength	X	
9. Ground as follows to meet vehicle manufacturers' specifications: a. Standard Contour Ground b. Contour Anchor Ground c. Contour Cam Ground	X	
10. For use on power or manually operated brakes	X	
11. Linings made by 8 different manufacturing processes	X	
12. Right combination of linings for each make and model car	X	
13. Produced by supplier of brake lining to original equipment vehicle manufacturers	X	
14. Branded with manufacturer's name, number and shoe position	X	
15. Come in sealed boxes for customer protection	X	
16. Reduce your overall investment in cores	X	
17. Give maximum coverage with minimum inventory, yet have no improper substitutions	X	
18. Bonded under factory specifications and supervision	X	
19. Linings properly positioned on shoes	X	
20. Acclaimed the first choice of car owners and the trade in independent surveys	X	
21. Advertised to car owners in national magazines and on network radio	X	

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AUTOMOTIVE NEWS FAMILY ALBUM

KENNEDY, FRANK J., secy. of The Electric Auto-Lite Co. since 1944 and vice-pres. since 1953. Born New York, N. Y., Feb. 19, 1903. Fordham Univ. Entered automobile business in 1921 with Moto-Meter Co., Inc.

KERIGAN, JOSEPH F., gen. mgr. of Stamping Div., Chrysler Corp., since 1956. Born Palmer, Mass., Feb. 22, 1914. Entered automobile business in 1942 with Chrysler Corp. as supt. of assembly at Dodge Plant in Chicago.

KESSEL, GEORGE A., vice-pres. of The Electric Auto - Lite Co., since1953. Born Brooklyn, N.Y., Feb. 3, 1908. Heffler Business Institute, Univ. of Toledo. Entered automobile business in 1929 as accountant with Moto-Meter Co., Inc.

KEUTGEN, GEORGE O., prod. engr. mgr., M-E-L Div., Ford Motor Co. Entered automobile business in 1948 on central finance staff of Ford Motor Co.

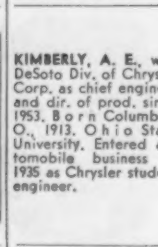
KIELY, J. ARNOLD, vice-pres. and asst. gen. mgr. of Saco-Lowell Automotive Div., Saco-Lowell Shops, since 1952. Born Marblehead, Mass., Aug. 16, 1905. Harvard Business School, adv. mgmt. degree. Entered automobile business in 1955 at Saco, Maine with Saco-Lowell Shops as vice-pres. and asst. gen. mgr.

KEOWN, GEORGE W., vice-pres. of Tung-Sol Electric, Inc. Born Pittsburgh, Pa., Oct. 5, 1904. Carnegie Tech. Inst., physicist, SAE, Amer. Ord. Assn., A.F.C.A.

KERSHOW, WILLIAM V., service mgr. of Willys-Overland Export Corp. Born New York City, U. S. Army School Military Aeronautics, Univ. of Toledo. Entered automobile business with Willys-Overland, Inc., in 1913.

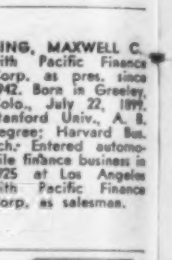
KESSINGER, W. L., with Dodge Div. of Chrysler Corp. as asst. advertising mgr. trucks since 1955. Joined Dodge in 1935 as serv. prom. mgr. Born July 5, 1894, at Patoka, Ind. Wabash College, A.B. Entered automobile business in 1916 with Cadillac as service claims inspector.

KIDDER, D. E., asst. to the pres. of Studebaker-Packard Corp. since March, 1957. Born Detroit, Mich., Jan. 30, 1921. Edison Inst. of Tech., B.S.C.E. degree. Entered automobile business in 1946.



KIMBERLY, A. E., with DeSoto Div. of Chrysler Corp. as chief engineer and dir. of prod. since 1953. Born Columbus, O., 1913. Ohio State University. Entered automobile business in 1935 as Chrysler student engineer.

KING, MAXWELL C. with Pacific Finance Corp. as pres. since 1942. Born in Greeley, Colo., July 22, 1899. Stanford Univ., A. B. degree; Harvard Bus. Sch. Entered automobile finance business in 1925 at Los Angeles with Pacific Finance Corp. as salesman.



KISHLINE, FLOYD, chief engr. of American Motors Corp. and before that of Nash Motors since 1941. Born Lincoln, Neb., July 18, 1894. Univ. of Nebr. Entered automobile industry in 1914 as experimental engr with King Motor CarCo.

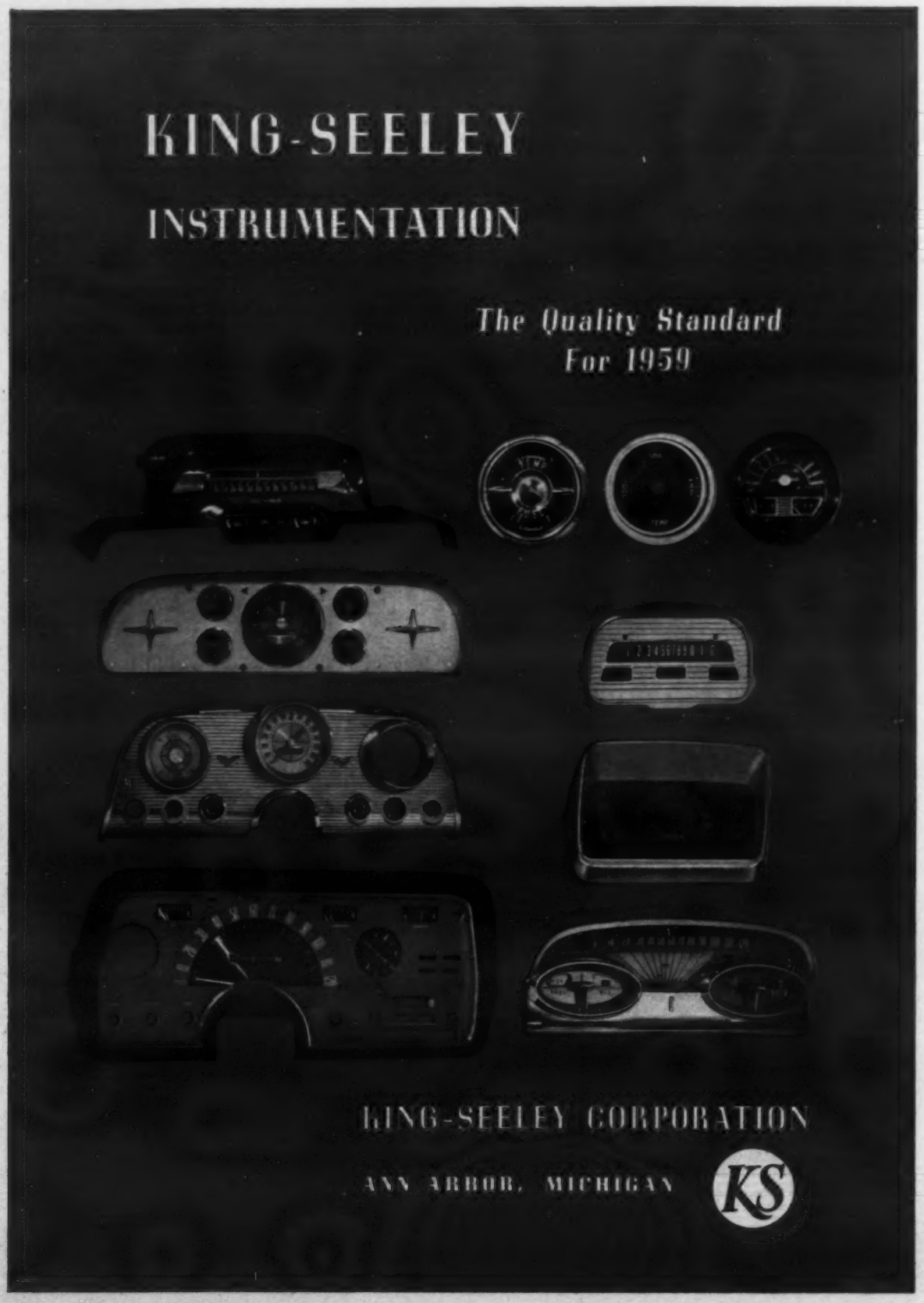
KITTLER, M. J., with Holley Carburetor Co. as exec. vice-pres. since 1952. Born Chicago, Ill. Ill. Institute of Tech., B. S. Entered automobile business in 1929 with International Harvester as engineer.

KITZINGER, CLYDE W., pres. and gen. mgr. of Oldberg Mfg. Co. since 1958. Joined Oldberg in 1945 as personnel dir.

KLARE, ROBERT E., vice-pres. operations, Bearings Div. of Federal-Mogul-Bower Bearings, Inc. Born Cincinnati, O., 1905. U.C.L.A. Entered automobile business in 1943 as mgr. of Federal-Mogul west coast plants.

KLAUS, CHARLES A., with Maremont Automotive Products, Inc., as vice-pres. since 1945. Born DePere, Wis., 1903. Marquette, M. E. degree. Entered automobile business in 1928 at Pontiac, Mich., with General Motors Truck as engr.

KLAUSMEYER, DAVID M., with Marmon-Herrington Co., Inc., as pres. since 1946. Born Norwood, O., Feb. 2, 1902. Entered automobile business in 1920 at Kalamazoo with Barley Motor Car Co. as body designer.



AUTOMOTIVE NEWS FAMILY ALBUM

KLEIN, L. W., with Gabriel Co. as vice-pres., charge of merch. Born Edinburgh, Ind., Feb. 2, 1900. Manual Training High School. Entered automobile business in 1917 at Indianapolis with Willard Storage Battery as dist. rep.

KLINE, ROBERT J., dir. of adv. and sales prom. of Saginaw Steering Gear Div., General Motors Corp., since July, 1957. Born Nov. 28, 1912, Owosso, Mich. Michigan State College. Entered automobile business in 1953 with Saginaw Steering Gear Div. as dir. of public rel.

KLUDT, JONATHON, exec. vice-pres. of Lincoln Engrg. Div., McNeil Mech. & Engr. Co., since 1957. Born in Ukraine, Nov. 17, 1902. Mich. State Coll. Entered automobile business in 1934 at Detroit with Lincoln Engrg. Co.

KNUDSEN, SEMON E., with Pontiac Motor Division as gen. mgr. and vice-pres. of General Motors Corp. since July 1956. Born Buffalo, N. Y., Oct. 2, 1912. MIT, engineering degree. With GM Corp. since 1939.

KOCH, HERMAN J., pres. of O. L. Anderson Co., Inc. since 1930. Born Manchester, Mich., Sept. 1, 1885. Detroit Bus. Univ. Entered automobile business in 1930 at Detroit as pres. of O. L. Anderson Co., Inc.

KOUGH, WILLIAM H., dir. of central area of gen. sales group, Chrysler Corp., since Dec., 1958. Born Newport, Pa., 1920. Duke Univ. grad. Entered automobile business in 1952 at New York as dist. mgr., Chrysler Div.

KOUNS, L. T., midwestern reg. sales mgr. of M-E-L Div., Ford Motor Co., since Feb., 1958. Born Farmington, Iowa, Feb., 1903. Univ. of Mich. Entered automobile business in 1923 with Ford Motor Co.

KRAUS, JOHN J., vice-pres. of Sharon Steel Corp., since 1952. Born Pottsville, Pa. Gettysburgh College. Entered automobile business in 1937 at Detroit as salesman for Sharon Steel Corp.

KRAUSS, JOHN J., pres. of Detroit Automotive Products Corp. since 1954. Born Port Huron, Mich., June 13, 1890. Univ. of Mich., B.S. degree. Entered automobile business in 1944 at Detroit as reg. mgr. of Detroit Automotive Products Corp.

KRESS, E. DUDLEY, manager of automotive sales, Ditzler Color Div., Pittsburgh Plate Glass Co., since 1953. Born Ithaca, Mich., Sept. 26, 1903. Entered automobile business in 1921 at Flint as stock clerk with Buick Motor Division.

KREUSER, THEODORE A., with Bendix Products Div., Bendix Av. Corp. as service sales mgr. since 1943. Born Calmer, Ia., June 24, 1902. Univ. of Illinois, B. S. civil eng. Entered automobile business in 1933 at Chicago with Bendix Products Div. as branch sales mgr.

KRIDER, JOHN S., service prom. and training mgr., American Motors Corp., since 1957. Born Salisbury, N. C., Oct. 6, 1920. Catawba College. Entered automobile industry in 1939 as parts manager of retail dealership.

KRUSPAK, EDWARD J., adv. dir. of Automotive News. Joined Automotive News in 1931 as N. Y. mgr.; adv. mgr., 1942. Born New York. Entered automobile business in 1923 at Chicago with Ford Car Trade Journal as adv. mgr.

KUCHER, ANDREW A., with Ford Motor Company as vice-pres. engrg. and research since April, 1957. Born Jersey City, N. J., March 20, 1898. Entered automobile business in 1951 with Ford Motor Company in Detroit after heading research at GM Frigidaire Division and later Bendix Aviation Corp.

KUECHLE, URBAN T., vice-pres. automotive div., A. O. Smith Corp., since 1956. Born Milwaukee, Wis., Dec. 10, 1910. Univ. of Wis. Entered automobile business in 1929 at Milwaukee in personnel dept. of A. O. Smith Corp.

KUHN, DENNIS A., nat'l. serv. mgr. of M-E-L Div., Ford Motor Co. Born Dover, Ohio. Wayne Univ., Univ. of Mich. Entered automobile business in 1934 in transportation dept. of Ford Motor Co.

KUHN, TERRY W., with Bohn Aluminum & Brass Corp. since 1928; pres. since Dec., 1958. Born June 20, 1900. Washington & Jefferson, B. S. degree. Entered automobile business in 1928 at Detroit with Bohn Aluminum & Brass Corp. as salesman.

For the safety of driver personnel and equipment, and to insure customer satisfaction, nothing but the best braking system in the world will suffice—air brakes by **Bendix-Westinghouse**

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AUTOMOTIVE NEWS FAMILY ALBUM

KUNTZ, DUANE F., asst. sales mgr. of International Harvester Co. since 1955. Born Kankakee, Ill., 1906. Northwestern Business School. Entered automobile business in 1926 at Detroit with International Harvester Co.

KYES, ROGER M., with General Motors Corp. as vice-pres. and a member of the Board of Directors since 1954. Born East Palestine, O., March 6, 1906. Harvard Univ., 1928. Entered automobile business in 1930 at Towson, Md., with Black & Decker Mfg. Co. as asst. to vice-pres.

LAFFER, WILLIAM G., pres. of Clevite Corp. since Aug. 1955. Born Cleveland, O., May 14, 1907. Yale Univ. Entered automobile business in 1927 with Cleveland Graphite Bronze Co.

LAKIN, J. ROBERT, gen. sales mgr. of Moraine Products Div., General Motors Corp., since 1957. Born Somerville, Mass., April 16, 1912. Univ. of Maine, B.S. degree. Joined General Motors Corp. in 1934 as trainee with Delco Products Div.

LAMB, ERNEST P., with Chrysler Corp. as executive engineer administration since December, 1955. Joined Chrysler 1927. Born Middletown, O., Aug. 19, 1902. Detroit Institute of Technology. Entered automobile business in 1917 at Detroit with Packard Motor Co. as a draftsman.

KURT, FREDERICK A., adv. mgr. of New Departure Div., General Motors Corp., since 1958. Born Newark, N. J., Oct. 6, 1924. Yale Univ. Entered automobile business in 1953 at Harrison, N. J., with Hyatt Bearings Div.

KYNETT, HAROLD H., with Aitkin-Kynett Co. as chmn. of the board. Born Philadelphia, Pa., Sept. 13, 1889. Philadelphia Central High, Univ. of Pa., B.S. in Ec. Entered automobile business in 1913 at Akron with B. F. Goodrich Co. in sales promotion.

LAFOND, ROBERT A., asst. sales mgr. in chg. of automotive, Borroughs Mfg. Co., since 1955. Born Manchester, N. H., Nov. 30, 1929. Naval School of Psych. Entered automobile business in 1950 at Memphis as salesman for Branch Bin Co.

LA MARRE, JAMES C., sales mgr. of Peugeot, Inc., since 1958. Born Chicago, Ill., Oct. 16, 1926. Millikin Univ., B.A. degree. Entered automobile business in 1952 at Chicago as sales rep. with GM Insurance Corp.

LAMBRIX, JOSEPH H., with The Electric Auto-Lite Co., since 1948 as dir. of pur. and since 1951 as vice-pres. Born Lancaster, N. Y. Entered automobile business in 1923 with Auto-Lite as member of eng. dept. of battery div. at Niagara Falls, N. Y.

LAMSON, GEORGE S., mgr. auto. products of Thermoid Div. of H. K. Porter Co. since 1955. Born Philadelphia, Pa., Sept. 15, 1897. Univ. of Penn. Entered automobile business in 1919 at Reading as partner of W. O. Lamson & Son Co.

LANE, A. M., mgr. comm. markets develop., of Vickers, Inc., since 1955. Born Chicago, Ill., Dec. 23, 1904. Illinois Inst. of Tech., B. M. E. degree. Entered automobile business in 1941 at Detroit as application engr. with Vickers, Inc.

LANG, ELMER C., with Midland-Ross Corp., Detroit Div., as sales mgr. Born Cleveland, Ohio, July 17, 1899. Entered automobile business in 1922 with Detroit Pressed Steel Company (which merged with the Midland Steel Products Co. in 1923.)

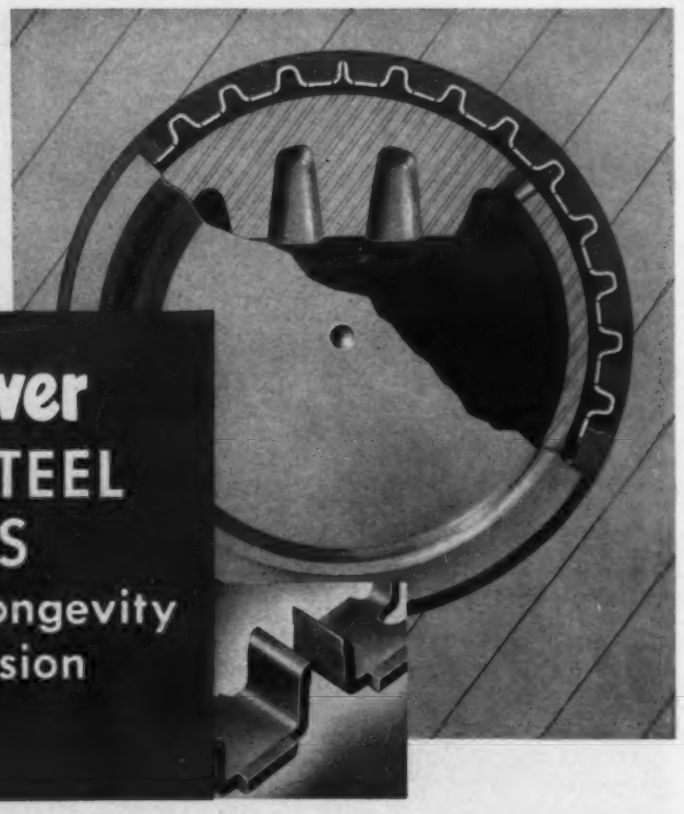
LANHAM, JAMES S., chief engr. of Kent-Moore Organization, Inc., since 1953. Born March 25, 1912. Entered automobile business in 1933 with Ford Motor Co.

LAPE, EDWARD L., with United Motors Service Div. General Motors Corp. as operations dir. since July, 1958. Born Newport, Ky., 1906. Univ. of Cincinnati. Entered automobile business in 1920 at Cincinnati with Chevrolet Motor Div. as messenger.

LARKIN, DANIEL C., pres. of The Crest Mfg. Co. since 1935. Born Dayton, O., May 15, 1895. Univ. of Dayton. Entered automobile business in 1923 at Dayton as pres. of Larkin Automotive Parts Co.

LARKIN, STOREY M., with Caldwell, Larkin & Sidener-Van Riper, Inc., Indianapolis, as exec. vice-pres. Born in Franklin, Ind. Attended Butler College. Entered automobile adv. business in 1922 at Indianapolis with Sidener & Van Riper Adv. Co. as copywriter.

Exclusive Design



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STAINLESS STEEL
OIL RINGS
assures oil control longevity
in high compression
engines

Sealed Power 3-piece stainless steel oil rings maintain desired oil control longer for two reasons: new abutment design (*see enlargement*); and new material (stainless steel).

Above is cut-away view of the stainless steel oil ring in a piston groove. The new circumferential end abutment design assures perfect tension and better oil control. The ring *does not* depend on the bottom of the groove for pressure . . . is not affected by variations in piston groove depth.

Because stainless steel maintains original, built-in tension and because of the flexibility and independent action of the end abutment design, it takes and retains cylinder shape.

OTHER KEY FEATURES:

- *Stops oil consumption*
- *Stops smoking even under high vacuum operation*
- *Side-sealing*
- *Quick seating*
- *Chrome-plated for long life*
- *Easy to install*

Sealed Power Piston Rings PISTONS CYLINDER SLEEVES

MARKET VS. TARGET

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un-ux-ori-ous*!

2,317,000 un-ux-o´ri-ous* men buy and read TRUE, the man's magazine every month, men who will specify (by make) and buy 1 out of 10 of the nation's entire automotive output in 1959! And 92% of them are car owners now—a higher percentage than *any* of the "mass circulation" weeklies!

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AUTOMOTIVE NEWS FAMILY ALBUM

LAUGHNA, ROBERT P., with Chrysler Corp. as vice-pres. corporate planning staff since 1958. Born Detroit, Mich., April 28, 1916. Univ. of Illinois, Boeing College of Aeronautics. Entered automobile business with Ford Motor Co. Joined Packard in Jan., 1955.

LEAHY, MORRIS K., vice-pres. of mfg. of National Automotive Fibres, Inc. since 1954. Born in Michigan, Jan., 1910. Univ. of Notre Dame, B.C.S. degree. Entered automobile business in 1936 as cost clerk with National Automotive Fibres, Inc.

LEE, JAMES A., with American Motors Corp., dir. of procurement since 1953. Born Wesson, Miss., Aug., 1900. Texas A. & M. Coll., Tulane Univ. Entered automobile business in 1926 as a buyer and sales mgr., automotive parts jobber in Louisana.

LEMMER, HARRY J., with Waukesha Motor Co. as adv. mgr. since 1951. Born Portland, Ore., in 1911. Northwestern Univ. With present company since 1943.

LEUKHARDT, ARTHUR R., with Midland-Ross Corp. as account exec. Power Brake Div., since since 1947. Born Wilmerding, Pa., Jan. 24, 1900. Carnegie Tech. Entered automobile business in 1924 at Pittsburgh, Pa., with Westinghouse Air Brake Co. as field rep.

LAWSON, JAMES A., with Chrysler Corp. as spec. asst. to the gen. sales mgr. since Feb., 1959. Born Minneapolis, Minn., Aug. 18, 1915. Western Reserve College, B. A. degree. Joined Plymouth in 1946 in distribution dept.

LEARY, J. D., vice-pres. of personnel, Chrysler Corp., since Jan., 1958. Born White Plains, N. Y., July 6, 1911. Yale, LL.B. degree. Joined Chrysler Corp. in 1941, working in personnel.

LEE, JAMES W., II, with Ivy Lee and T. J. Ross, pub. rel. firm, as partner since 1934. Born Brooklyn, N. Y., Oct. 4, 1906. Princeton, A.B. degree. Entered automobile business in 1931 at Detroit and New York on Chrysler acct.

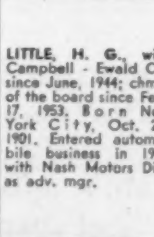
LETSCHER, E. P., with Chrysler Corp. as dir. Plymouth and DeSoto sales since Nov., 1958. Born Sharon, Pa., Jan., 1913. Entered automobile business in 1940 at Terre Haute, Ind., as district mgr. for Oldsmobile. Joined Dodge Div. as district mgr. in 1945.

LEWIS, JAMES F., JR., with Champion Spark Plug as vice-pres., pur. & adv. since 1948. Born New York, N. Y., in 1908. Milford school, Univ. Mich., A.B. Entered automobile business in 1931 in Toledo with Champion Spark Plug Co. as factory employee.

LEWIS, LEE, adm. asst. to the gen. mgr. of Service Parts and Acc. Supply Div. of Chrysler Corp. Born Morgan County, Ind., May 17, 1897. Entered automobile business in 1919 in Indiana in parts operations of Maxwell Motor Co.

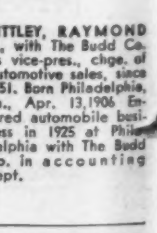
LIENERT, ROBERT M., associate editor of Automotive News since 1954. Born Inland, Neb., 1926. Univ. of Neb., Northwestern Univ., B.A., M.S. degree. Nebraska State Journal, 1946, Detroit Free Press, 1947-53. Entered automobile business in 1953 at Detroit with Automotive News as editorial associate.

LILLIE, L. B., sales mgr. of Fisk tire div., U. S. Rubber Co. Born Springfield, Mass., Sept. 14, 1914. Entered rubber business in 1946 at Boston as tire salesman with U. S. Rubber Co.



LITTLE, H. G., with Campbell - Ewald Co. since June, 1944; chmn. of the board since Feb. 17, 1953. Born New York City, Oct. 27, 1901. Entered automobile business in 1940 with Nash Motors Div. as adv. mgr.

LITTLEY, RAYMOND F., with The Budd Co. as vice-pres., chge. of automotive sales, since 1951. Born Philadelphia, Pa., Apr. 13, 1906. Entered automobile business in 1925 at Philadelphia with The Budd Co. in accounting dept.



LLOYD, EMLYN, with Chrysler Corp. as dir. of purch. since July, 1956. Born Penycae, Wales, May 15, 1900. Entered automotive business in 1923 with the Maxwell Motor Corp.

LLOYD, J. SAXTON, past pres. National Automobile Dealers Assn. (1952), pres. Daytona Motor Co., Buick-Cadillac dealer Daytona Beach, Fla. Entered automobile business in 1926 at Daytona Beach, Fla., with Daytona Buick dealership as serv. dept. employe.

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H. B. RICHARDSON, Convention Manager

AUTOMOTIVE NEWS FAMILY ALBUM

LONGENECKER, E. D., tech. serv. mgr., Oakland dist., M-E-L Div., Ford Motor Co. Born Anderson, Ind., Sept. 20, 1899. Purdue Univ. B. S. in mech. engrg. Entered automobile business in 1928 at Pontiac, Mich., with Pontiac Motor Div., as zone service rep.

LYON, GEORGE A., JR., with Lyon, Inc. as pres. since May 3, 1955, served as vice-pres. since 1943. Born Philadelphia, Pa., April 8, 1919. Mercersburg Acad., Wharton School of Univ. of Pa. Entered automobile business in 1940 at Detroit with Lyon, Inc.

MAAS, WILLIAM R., adv. rep. of Automotive News since 1952. Born Detroit, Mich. April 11, 1926. Western Mich. College. Entered automobile business in 1947 at Detroit as sales eng. with Crest Sales and Supply Co.

MAC FARLANE, WARREN C. JR., vice-pres. and gen. mgr. Detroit Div. of the Midland-Ross Corp. since 1957. Born Pittsburgh, Penna., 1910. Lawrenceville School. Formerly vice-pres. of mfg., Minneapolis-Moline Co.

MACKENZIE, JOHN, pres. of Automotive Industries, Inc., since Sept., 1956. Born Lewis, Scotland. Entered automobile business in 1928 at Detroit as cost clerk with Chrysler Corp.

LOOFBOURROW, ALAN G., with Chrysler Corp. as dir. of engrg. since 1958. Born June 9, 1912, Columbus, Ohio. Univ. of Mich., Ohio State Univ. Entered automobile business with Chrysler Inst. of Engrg., master's degree, in 1937.

LYON, RAYMOND E., with Lyon, Inc. as exec. vice-pres. since 1930. Born Philadelphia, Pa., Oct. 23, 1893. Associated in the automotive accessory business with Lyon, Inc. since 1910.

MAC DONALD, HAROLD C., chief engr. M-E-L Div. Ford Motor Co., since 1955. Born Virginia, Minnesota, June 20, 1917. Michigan State College. Entered automobile business in 1940 at Detroit as draftsman with Packard Motor Car Company.

MAC KAY, LEO S., vice-pres. of purchasing of Willys Motors, Inc., since 1953. Born Pittsburgh, Pa., Aug. 6, 1914. Carnegie Tech. Entered automobile business in 1946 at Willow Run as gen. purch. agent for Kaiser-Frazer Corp.

MAC MILLAN, CLIFFORD M., dir. of industrial relations, Studebaker-Packard Corp., since 1957. Born Dec. 10, 1908. Joined Studebaker Corp. in 1949.

LORENZ, PAUL F., exec. asst. to the vice-pres.-car and truck group, Ford Motor Co. Born St. Joseph, Mo. Univ. of Chicago, M.B.A. degree. Entered automobile business in 1949 on central finance staff of Ford Motor Co.

LUBY, CHESTER J., pres. of Luby Datsun Distributors, Ltd., since 1957. Born Denver, Colo., May 10, 1931. Univ. of Chicago, A.B. degree. Yale Univ., LL.B. degree. Entered automobile business in 1951 at New York as gen. mgr. of Luby Chevrolet Co.

LUND, HOWARD O., imported car marketing mgr. of M-E-L Div., since Jan., 1958. Born Winona, Minn., Aug. 30, 1903. Univ. of Minn., Univ. of Buffalo. Entered automobile business with Chevrolet Motor Div.

LUND, ROBERT D., nat'l. sales prom. mgr. of Chevrolet Motor Div. since Jan., 1957. Born Duluth, Minn., March 4, 1920. St. Thomas College. Entered automobile business in Minneapolis with Chevrolet Motor Div. as distr. mgr.

LUNDEEN, GILBERT W., with Muskegon Piston Ring Co. as pres. since Dec., 1957. Born Chicago, April 21, 1903. LaSalle Ext. Univ. Entered automobile business in 1928 at Muskegon, Mich., with Muskegon Piston Ring Co. as secy.

LUXENBERGER, EUGENE A., group vice-pres. of U. S. Rubber Co. since 1954. Born Williamsport, Pa. Entered rubber business in 1925 at San Francisco with U. S. Rubber Co.

LYON, G. ALBERT, with Lyon, Inc., as pres. 1930-1955, chmn. of the bd. since 1955. Born Philadelphia, Aug. 21, 1881. Temple Univ. Entered automobile business in 1909 at Philadelphia with Lyon Non-Skid Co. as pres.

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AUTOMOTIVE NEWS FAMILY ALBUM

MAC MURRAY, JOHN, sales mgr. of Grey-Rock Div., Raybestos-Manhattan, Inc., since Jan., 1959. Born in Wis. Princeton Univ., engrg. degree. Entered automobile business in 1935 with Grey-Rock Div.

MAGEOCH, NELSON H., asst. gen. mgr. Eclipse Machine Div. of Bendix Aviation since June 1, 1957. Formerly with Bendix Missile Plant, Daystrom and Western Electric. Born Philadelphia, Pa., Dec. 29, 1905. Graduate Drexel Institute in Elec. Engrg.

MAHARRY, WILLIAM A., pub. relations mgr. of M-E-L Div., Ford Motor Co., since 1955. Born Zanesville, Ohio. Ohio Wesleyan Univ., B. A. degree. Entered automobile business as asst. pub. rel. mgr. for Lincoln-Mercury Div. in 1950; previously was pub. rel. mgr. for Curtiss-Wright Corp., Airplane Div.

MALLON, WILLIAM L., Past-Pres. NADA (1945-'46); dir. NADA since 1938. NADA vice-pres. Region 2. Born New York City July 18, 1884. Entered automobile business in 1913 at Newark, N. J., as dealer.

MANDEL, JOSEPH C., with The Premier Industrial Corp. as chmn. of the exec. committee.

MacNICHOL, GEORGE P., JR., with Libbey Owens-Ford Glass Co. since 1920; pres. since April, 1953. Born Wyandotte, Mich., May 8, 1899. Univ. of Michigan, Yale Univ.

MAGUIRE, ROBERT H., chief stylist, Interior Studio, Ford Motor Co. since March, 1958. Born New York, N. Y. Syracuse Univ., Nat'l Acad. of Design. Entered automobile business as chief designer of interiors at General Motors Corp.

MAKEMSON, S. K., with John Wood Co., Bennett Pump Div., Muskegon, Mich., as vice-pres. and gen. sales mgr. Born Logan Co., O., July 25, 1907. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1925 at Detroit with Buick Motor Co., sales dept.

MANDEL, JACK N., with The Premier Industrial Corp. as chmn. of the bd. of directors.

MARA, WILLIAM A., with Bendix Aviation Corp. as dir. adv. and pub. rel. since 1947. Born St. Louis, Sept. 29, 1895. St. Louis Univ. Entered automobile business in 1944 at Detroit with Bendix Aviation as staff exec.

MARCH, CECIL C., with Minnesota Mining and Mfg. Co., St. Paul, as vice-pres. and gen. mgr. of the Coated Abrasives and Related Products Div. Born in Slayton, Minn., June 13, 1910. Univ. of Minnesota, B.Ch.E. degree. Started with 3M in 1933.

MAREMONT, ARNOLD H., pres. and dir. of Maremont Automotive Products, Inc. since 1953. Born Chicago, Ill., Aug., 1904. Univ. of Michigan, Univ. of Chicago, Law degree. Entered automobile business in 1926 at Chicago with Maremont Automotive Products, Inc.

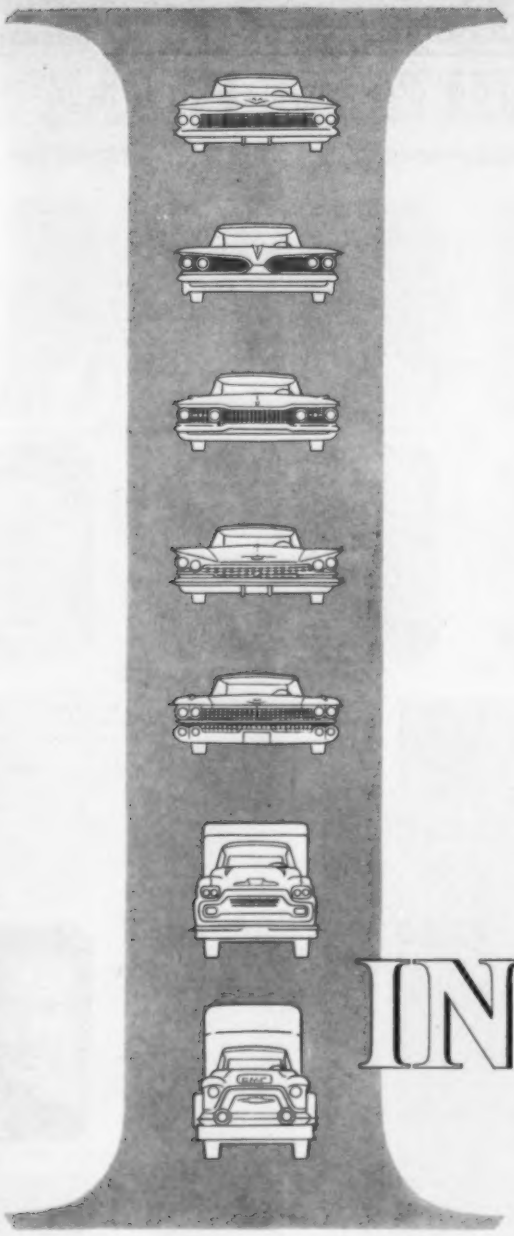
MARKEY, JOHN C., with The Aro Equipment Corp. as pres. 1930-1956; chmn. of the bd. since 1956. Born Defiance, O., May 31, 1889. Ohio Wesleyan Coll. Entered automobile business in 1910 at Defiance, O., as automobile salesman.

MARTIN, JOHN E., with Dana Corp. since April 1, 1952. President since Jan. 1, 1954. Born Covington, Ga., Dec. 11, 1904. Bryson Coll. Entered automobile business in 1947 at Akron with Firestone Steel Products Co. Pres. Hayes Steel Products, Ltd.

MATHER, HOWARD J., gen. mgr. indus. finishes and plastics, Pittsburgh Plate Glass Co., since 1954. Born Sauk Co., Dec. 29, 1915. Univ. of Wisc., B.P. degree. Entered automobile business in 1939 at Milwaukee as industrial sals rep. with Pittsburgh Plate Glass Co.

MATTHIAS, HANS A., with Ford Motor Co. since 1945. Chief engr., Ford Div. Product Engrg. Office. Born Mannheim, Germany, Oct. 16, 1912. Attended General Motors Institute. Entered automobile business in 1934 at Detroit with GM Chevrolet Div.

MATTSON, JOE O., with Automotive Safety Foundation as president since November, 1953. Born Los Angeles, Calif., Nov. 17, 1903. Oregon State College. Entered automobile business in 1934 at Pasadena with the Department of Motor Vehicles, State of Calif., as branch mgr.



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AC SPARK PLUG

THE ELECTRONICS DIVISION OF GENERAL MOTORS

AUTOMOTIVE NEWS FAMILY ALBUM

MATZINGER, KEITH R., sales prom. mgr. of Chrysler and Imperial Div. Born Toledo, O., 1921. Joined Chrysler Corp. in 1939 at San Leandro, Calif. as parts clerk with MoPar Div.

MAYS, L. N., asst. gen. sales mgr. in chg. of Central Office Staff and Activities Chevrolet Motor Div. since 1956. Born in Findlay, O. Ohio State grad. Entered automobile business as retail salesman and mgr. of a dealership. Joined Chevrolet in 1935 at Charleston, W. Va., as district mgr.

McALEER, CHARLES H., with McAleer Manufacturing Corp. as pres. since 1923. Born Pittsburgh, Pa., June 25, 1893. Entered automobile business in 1912 at Pittsburgh.

McCARROLL, R. A., gen. mgr. of Engine Div., Chrysler Corp., since 1956. Born Detroit, Mich., April 26, 1922. Entered automobile business in 1938 at Detroit as apprentice tool and die maker with City Die and Tool Co.

McCARTHY, JOSEPH A., gen. mgr. of Bearings Co. of America Div., Federal-Mogul-Bower Bearings, Inc. Born 1913. St. Louis Univ. Entered automobile business in 1951 as treas. of Bearings Co. of America.

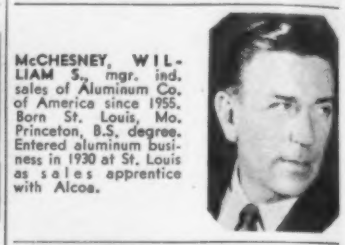
MAXWELL, LLOYD, with Roche, Rickerd & Cleary, Inc., as exec. vice-pres. Born Hicksville, O. Univ. of Chicago. Entered automobile business in 1909 at Chicago with Staver Motor Car Co. as gen. sales mgr.

McADAMS, EDWIN A., with Chrysler Corp. as asst. truck field sales mgr., gen. sales, since 1958. Born Oct. 22, 1924 in Rutherford, Tenn. Entered auto business in 1946 as service supervisor with Kelly Motor Co., Marietta, Ga.

McCAFFREY, JOHN L., with International Harvester as chmn. of the bd. 1956-1958. On board and exec. comm. Born Fayetteville, O., Sept. 23, 1892. High school. Started with I.H.C. in 1909 as clerk in Cincinnati branch.

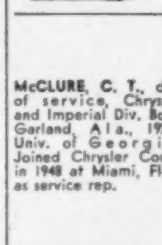
McCARTHY, GEORGE J., dir. of distr. of Chrysler and Imperial Div., Chrysler Corp. since 1955. Born in New Jersey. Entered automobile business in 1939 as wholesale rep. of Chrysler Div.

McCHESNEY, WILLIAM S., mgr. ind. sales of Aluminum Co. of America since 1955. Born St. Louis, Mo. Princeton, B.S. degree. Entered aluminum business in 1930 at St. Louis as sales apprentice with Alcoa.



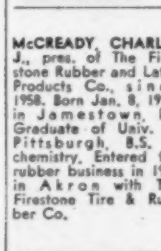
McCLEARY, E. C., vice-pres. in charge of manufacturing of Willys Motors, Inc., since 1954. Born in Buffalo, N. Y. Started in automobile business with Ford Motor Co. in 1930 as a tool and die apprentice. Joined Willys in 1948 as gen. prod. mgr.

McCLURE, C. T., dir. of service, Chrysler and Imperial Div. Born Garland, Ala., 1921. Univ. of Georgia. Joined Chrysler Corp. in 1948 at Miami, Fla., as service rep.



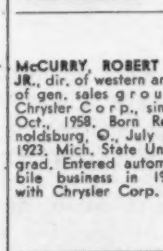
McCORMICK, THOMAS G., with Ross Roy, Inc., as exec. vice-pres. since 1936. Born in Detroit, Mich., Feb. 11, 1908. High sch. 4 yrs., college 2 yrs. Entered automobile business in 1923 at Detroit, Mich., with Dodge Bros. as office clerk.

McCREADY, CHARLES J., pres. of The Firestone Rubber and Latex Products Co., since 1958. Born Jan. 8, 1916, in Jamestown, Pa. Graduate of Univ. of Pittsburgh, B.S. in chemistry. Entered the rubber business in 1939 in Akron with The Firestone Tire & Rubber Co.

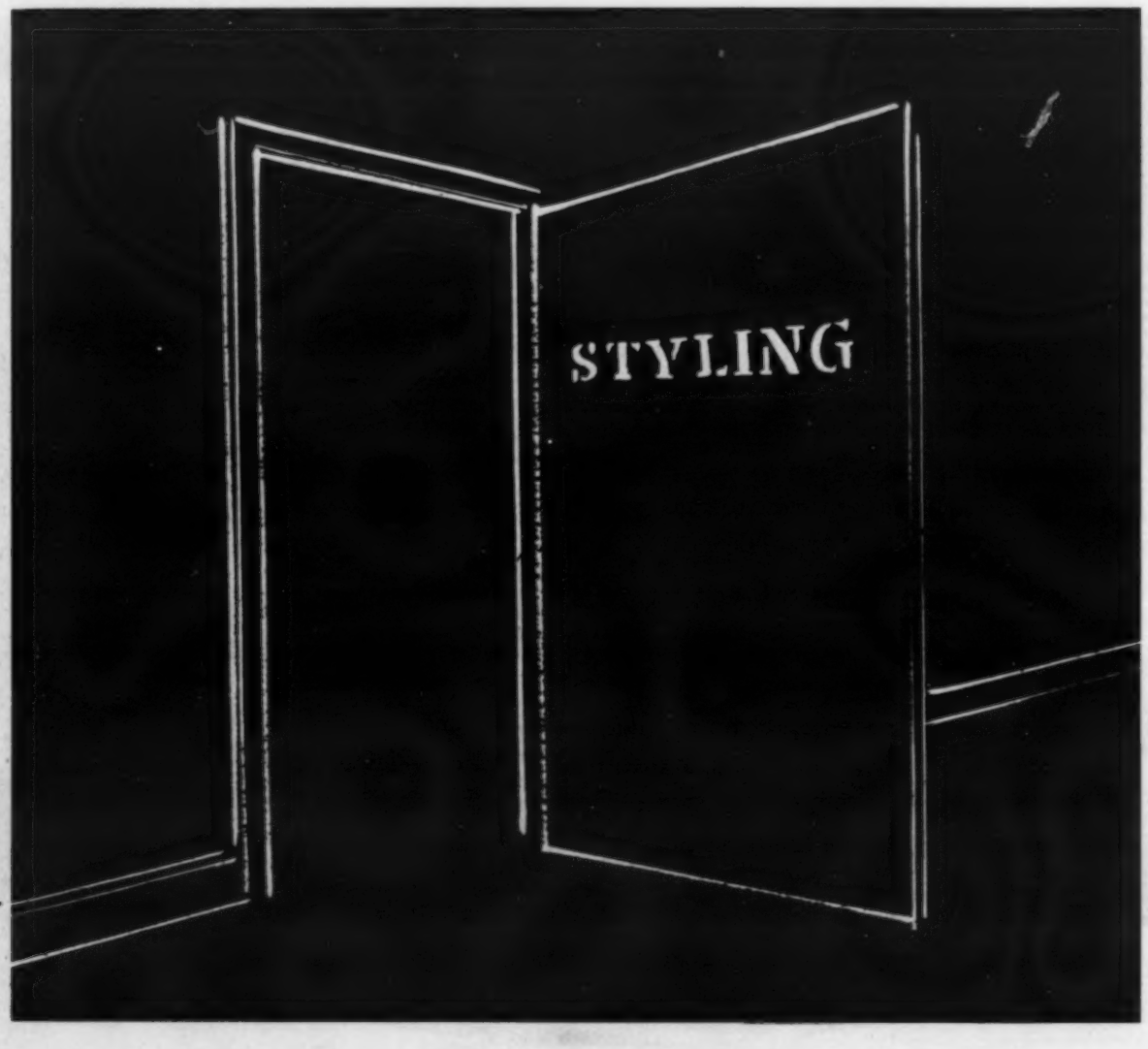


McCULLOCH, R. P., founder and pres. of McCulloch Corp. Born St. Louis, Mo., 1911. Stanford Univ. Entered automobile business in 1933 with McCulloch Engineering Corp.

McCURRY, ROBERT B. JR., dir. of western area of gen. sales group, Chrysler Corp., since Oct., 1958. Born Reynoldsburg, O., July 10, 1923. Mich. State Univ. grad. Entered automobile business in 1950 with Chrysler Corp.



McDONALD, F. JAMES, works mgr., Detroit Transmission Div., General Motors Corp., since Dec., 1956. Born Saginaw, Mich., Aug. 3, 1922. General Motors Inst., degree in mech. engrg. Entered automobile business with Saginaw Malleable Iron plant.



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AUTOMOTIVE NEWS FAMILY ALBUM

McDONALD, MYRON C., vice-pres. of McCann-Erickson, Inc. since 1952. Born Calhoun Co., Mich., 1915. Mich. State Univ. Entered automobile business in 1958 at Detroit as group head, Buick account, McCann-Erickson, Inc.

McINERNEY, JAMES L. with McInerney Spring & Wire Co. as chairman of the board since 1930. Born Elmira, N. Y., Jan. 17, 1888. Entered automobile business in 1925 at Grand Rapids, Mich., with National Spring & Wire Co. as gen. mgr.

McINTYRE, BROUWER D., with Monroe Auto Equipment Co. as pres. since 1937. Born in Dundee, Mich., Feb. 26, 1905. Univ. of Mich., B.D. in Engrg. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co. as engr.

McINTYRE, WILLIAM D., Exec. vice-pres. and gen. mgr. of Monroe Auto Equipment Co. since 1956. Born Dundee, Mich., Dec. 5, 1906. Michigan State College. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co.

McKELLAR, C.C., parts and acc. merch. mgr., American Motors Corp., since 1957. Joined the company in the Service Stores department in 1919.

McDONNELL, JAMES F., JR., exec. vice-pres. of Ainsworth - Precision Castings Co., Div. of Harsco Corp. since Oct., 1957. Born New York, N. Y., March 27, 1918. Georgetown Univ., B.A. degree.

McINERNEY, JAMES M., pres. of McInerney Spring and Wire Co. since 1953. Born Chicago, Ill., Jan. 8, 1920. Univ. of Notre Dame. Entered automobile business in 1939 at Grand Rapids as asst. maintenance engr. of McInerney Spring and Wire Co.

McINTYRE, CHARLES S., with Monroe Auto Equipment Co. as exec. vice - pres. and sales mgr. Born Monroe, Mich., 1912. Univ. of Michigan. Entered automobile business in 1935 at Monroe with Monroe Auto Equipment Co. as secy. and sales mgr.

McKAY, ROBERT D., past pres. NADA. Chrysler-Plymouth dealer in Wichita, Kans., since 1933. Auto dealer since 1915.

McKINLEY, WM. A., chmn. of the bd. The Midland-Ross Corp., since 1956. Born Caseville, Mich., 1895. Univ. of Mich., B. S. M. E. Entered automobile business in 1919 at Detroit with Detroit Pressed Steel Co. (which merged with The Midland Steel Products Co. in 1923.)

McDOUGAL, JOSEPH W., with Miller Mfg. Co. as pres. and gen. mgr. since 1942. Born in Carroll Co., Tenn., Feb. 17, 1900. Union Univ. Entered automobile business with Paige-Detroit Motor Car Co. in 1922 as accounts payable clerk.

McFALL, THURLOW E., with Muskegon Piston Ring Co. as chairman of the board since 1953. Born Milan, Mich., 1888. Public school. Entered automobile business in 1920 at Muskegon with Sealed Power Co. as foundry supt.

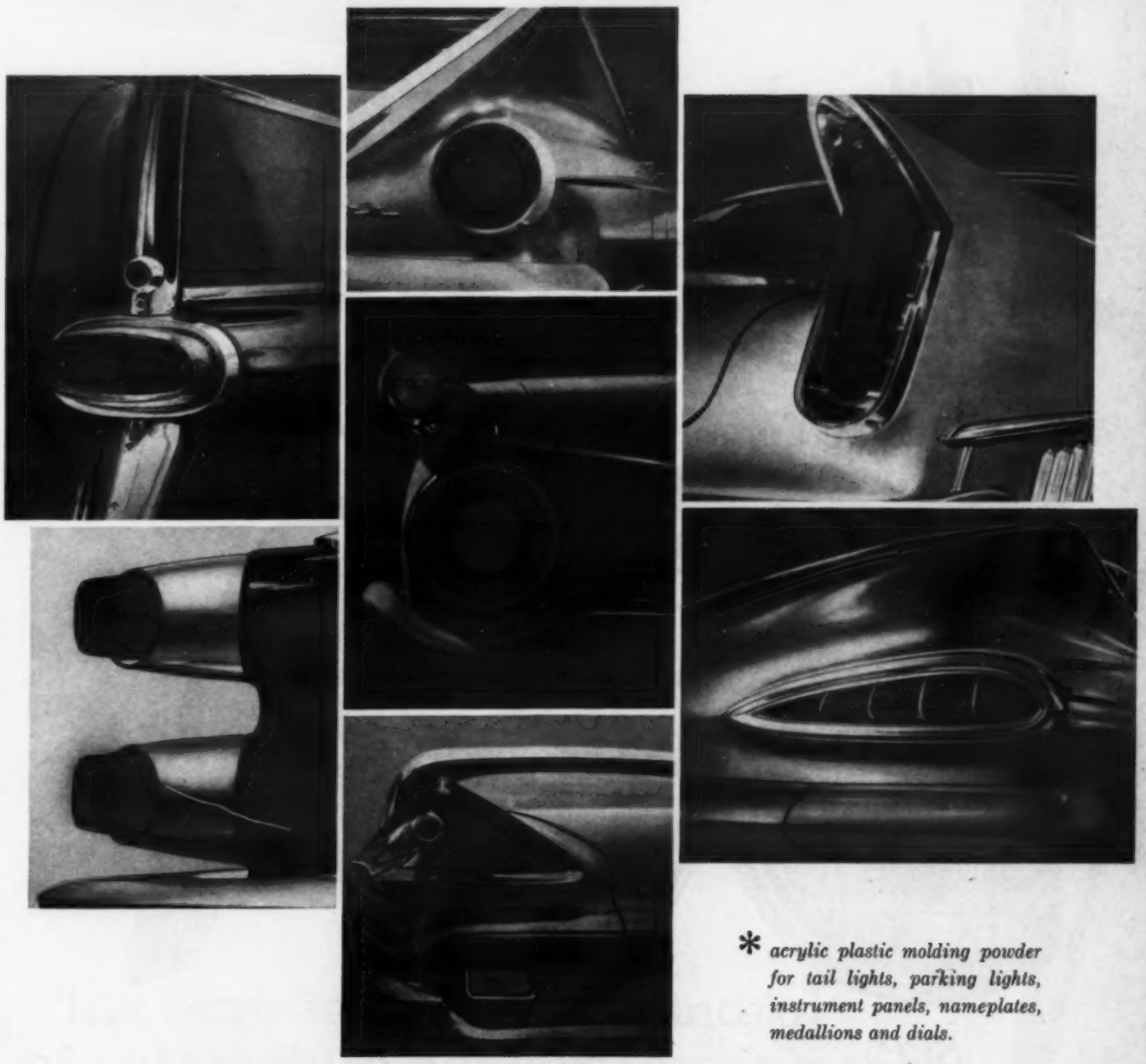
McGAUGHEY, W. H., vice-pres. of communications of American Motors Corp. since 1956. Born Indianapolis, Ind., March 28, 1912. Graduated from DePauw Univ. in 1935. Entered automobile business in 1938 with Automobile Manufacturers Assn. as editor of "Automobile Facts."

McGINNIS, FRANK J., with Ford Div., Ford Motor Co., as Ford truck adv. mgr. Born Toledo, O., Oct. 19, 1902. Univ. of Notre Dame. Entered automobile business in 1920 at Toledo with Willys-Overland as office boy in adv. dept.

McGOVERN, JAMES L., JR., with Raybestos div. of Raybestos-Manhattan, Inc., as replacement sales manager since Aug., 1945. Born Bridgeport, Conn., Apr. 21, 1903. Entered automobile business in 1925 at Bridgeport with Raybestos in factory.

McGOVERN, JOHN W., pres. and chief operating officer of U. S. Rubber Co. since Oct., 1957. Born Philadelphia, Pa., July 5, 1895. Entered rubber business in 1920 at Boston as accountant with U. S. Rubber Co.

McGUCKIN, JOHN H., auto merch. mgr. of American Motors Corp. since 1956. Born in Norristown, Pa., Feb. 6, 1919. Wharton School of Business & Finance, Univ. of Penn. Started in automobile business in 1937 with Nash Motors' Philadelphia zone.



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AUTOMOTIVE NEWS FAMILY ALBUM

McLAUGHLIN, ROBERT S., with General Motors Corp. of Canada as chmn. of the bd. since June, 1945, and vice-pres. of GM Corp. since 1918. Born Enniskillen, Ont., Sept. 8, 1871. Entered automobile business in 1887 with McLaughlin Carriage Co.

McMECHAN, JERVIS B., mgr. institutional adv. Ford Motor Co. Motor Co. since 1955. Born Detroit, Mich., March 27, 1920. Harvard Univ., B.A. degree. Entered automobile business in 1947 at Detroit as writer with Florez, Inc.

McNAUGHT, WALDO E., dir. of pub. relations of Buick Motor Div. Born Dannemora, N. Y., 1913. Marquette Univ. Entered automobile business in 1950 as dir. of pub. relations for Buick Motor Div.

McQUEEN, LOREN A., with General Tire & Rubber Co. as vice-pres. in charge sales since 1940. Born Superior, Wis. Univ. Wisconsin. Phi Delta Theta fraternity. Entered automobile business at Akron as sales correspondent.

McRAE, DUNCAN, dir. of styling, Studebaker-Packard Corp. Born 1919. Univ. of So. Calif. Entered automobile business as dir. exterior styling, Ford Div.

McLELLAN, D. L., asst. mgr., Parts and Service Dept., American Motors Corp., since 1956. Born Detroit, July 19, 1915. Wayne State Univ. Entered automobile industry in 1934 as mfg. and assembly operations trainee at Ford Motor Co.

McNAMARA, ROBERT S., vice-pres. in charge of car and truck group, Ford Motor Co. Born San Francisco, Calif. Univ. of California, Harvard Graduate School of Business Administration. Entered automobile business in 1946 at Dearborn with Ford Motor Co. as mgr. of financial analysis office.

McNITT, LEWIS F., asst. to the pres. of The Midland-Ross Corp. since 1956. Born Napoleon, Mich., March 14, 1914. Univ. of Michigan, B.S. degree. Entered automobile business in 1944 at Detroit as research engr. with Chrysler Corp.

McQUIGG, JOHN L., with J. Walter Thompson Co. as vice-pres. and Detroit mgr. since Feb., 1956. Born Los Angeles, Oct. 11, 1907. Univ. of S. California. Entered automobile business in 1937 at Kenosha with Geyer, Newell & Ganger as acct. exec., Nash acct.

McWILLIAMS, J. BRUCE, vice-pres. of SAAB Motors, Inc. since 1957. Born Elyria, Ohio, Aug. 15, 1921. Oberlin College, B.A. degree. Entered automobile business in 1956 at New York as vice-pres. of SAAB Motors.

MEEK, JOSEPH A., with The Firestone Tire & Rubber Co. as vice pres., prod., since 1958. Born in East Palestine, O., Sept. 27, 1904. Graduate of Ohio Wesleyan University. Entered rubber business at Akron in 1925 with The Firestone Tire & Rubber Co.

MEGUIAR, MAURICE W., partner, Mirror Bright Polish Company. Born Evansville, Indiana, April 11, 1909.

MEHRING, S. F., asst. gen. sales mgr. of Oldsmobile Div. Born Jan. 14, 1918 in Fort Dodge, Ia. Attended Los Angeles City College. Joined Oldsmobile in 1949 as asst. zone mgr. in Portland, Ore.

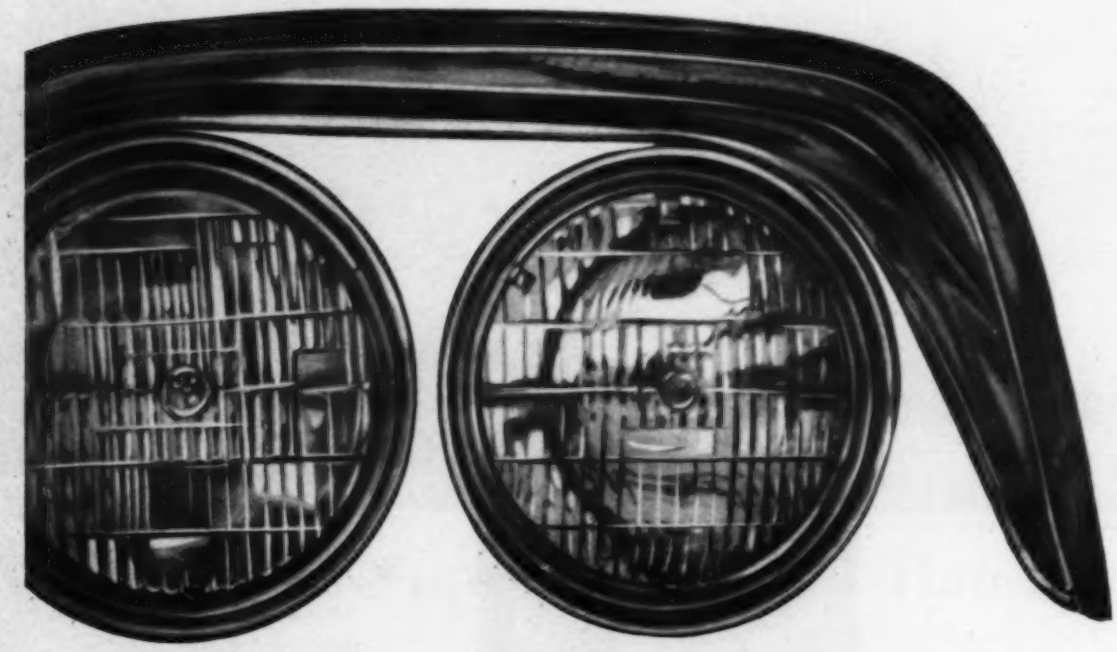
MELTZER, RICHARD N., pres. of Richard N. Meltzer Adv. Inc., in chg. of Simca account for Chrysler Corp. since Aug., 1958. Born New York, N. Y., Oct. 22, 1919. St. Lawrence Univ., L.L.B. degree.

METZEL, HAROLD N., with Oldsmobile div., General Motors as chief engr. since 1951. Born Peoria, Ill., May 1, 1904. Bradley Coll. Peoria, Ill., B.S. Entered automobile business in 1928 at Lansing with Olds. as expr. tester, engrg. dept.

MEYER, DONALD W., with Truckstell Mfg. since 1943 as pres. Born in Charles City, Ia. 1895. Entered automobile business in 1920 as truck salesman.

MEZEY, CHARLES C., gen. plants mgr., Stamping Div., Chrysler Corp., since Feb., 1959. Born Zanesville, O., Apr. 1, 1917. Fenn Coll. grad. Entered automobile business in 1940, joined Chrysler Corp. in 1957.

To make
your bright ideas
show up
better...



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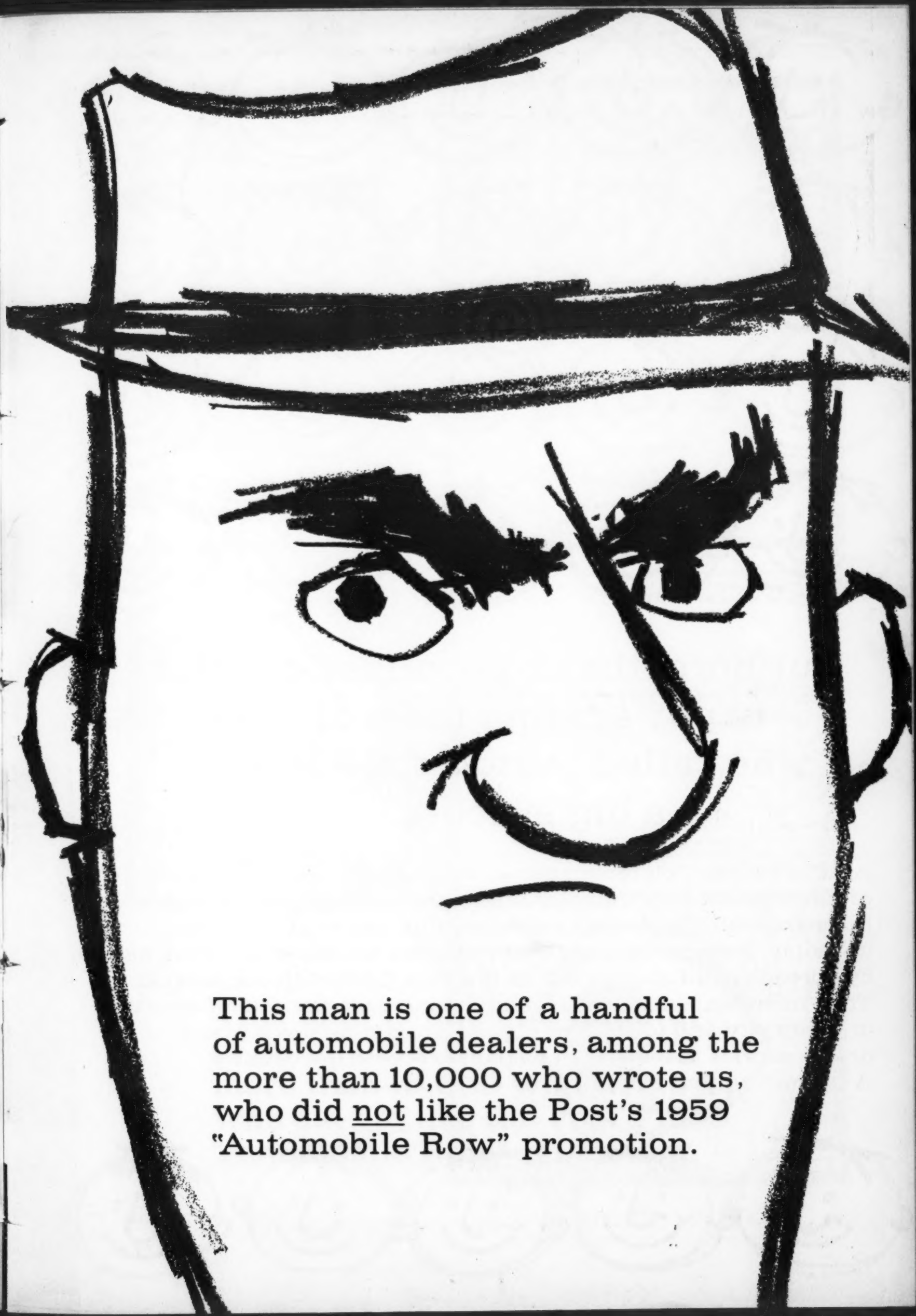
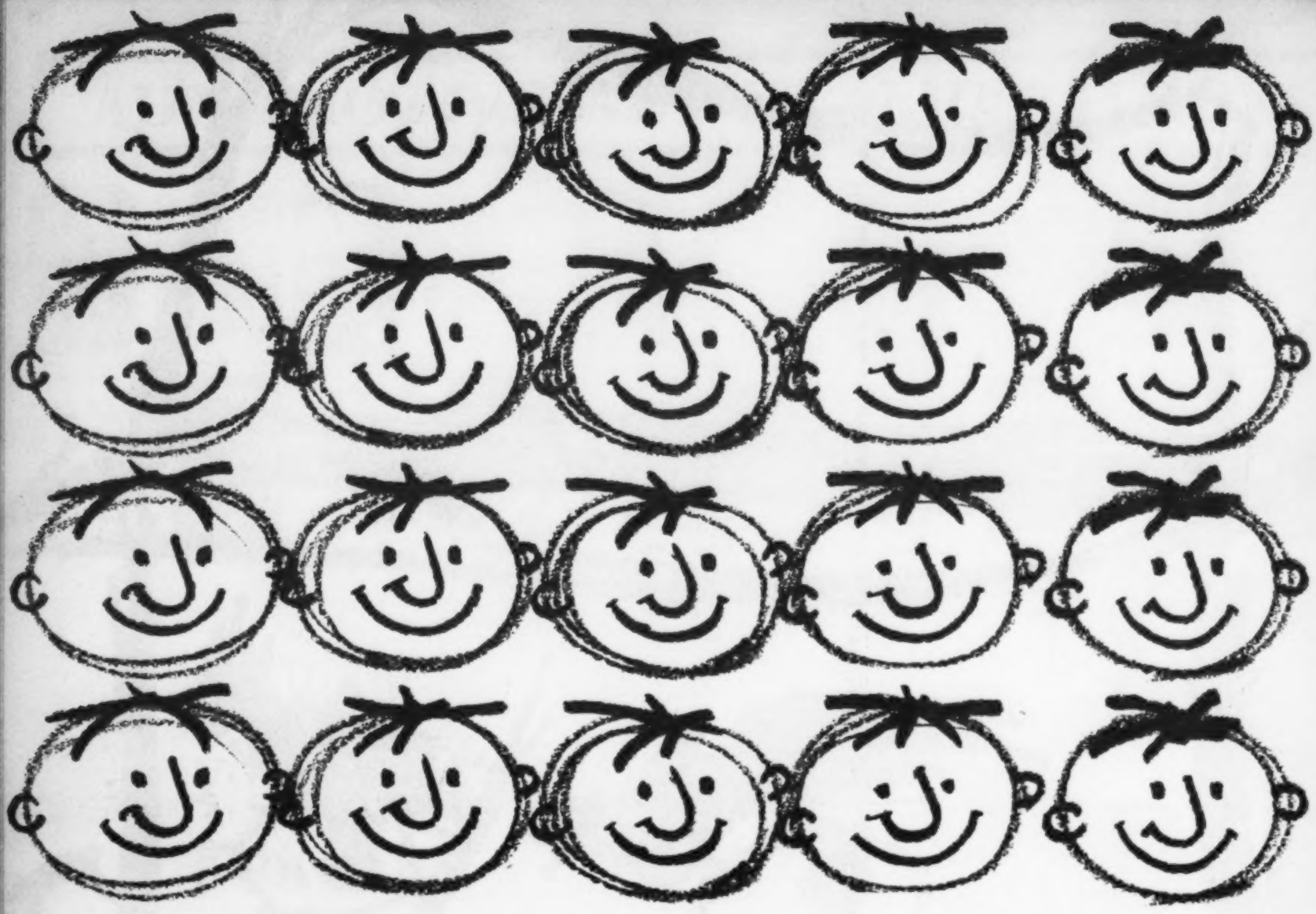


This man is one of a handful of automobile dealers, among the more than 10,000 who wrote us, who did not like the Post's 1959 "Automobile Row" promotion.

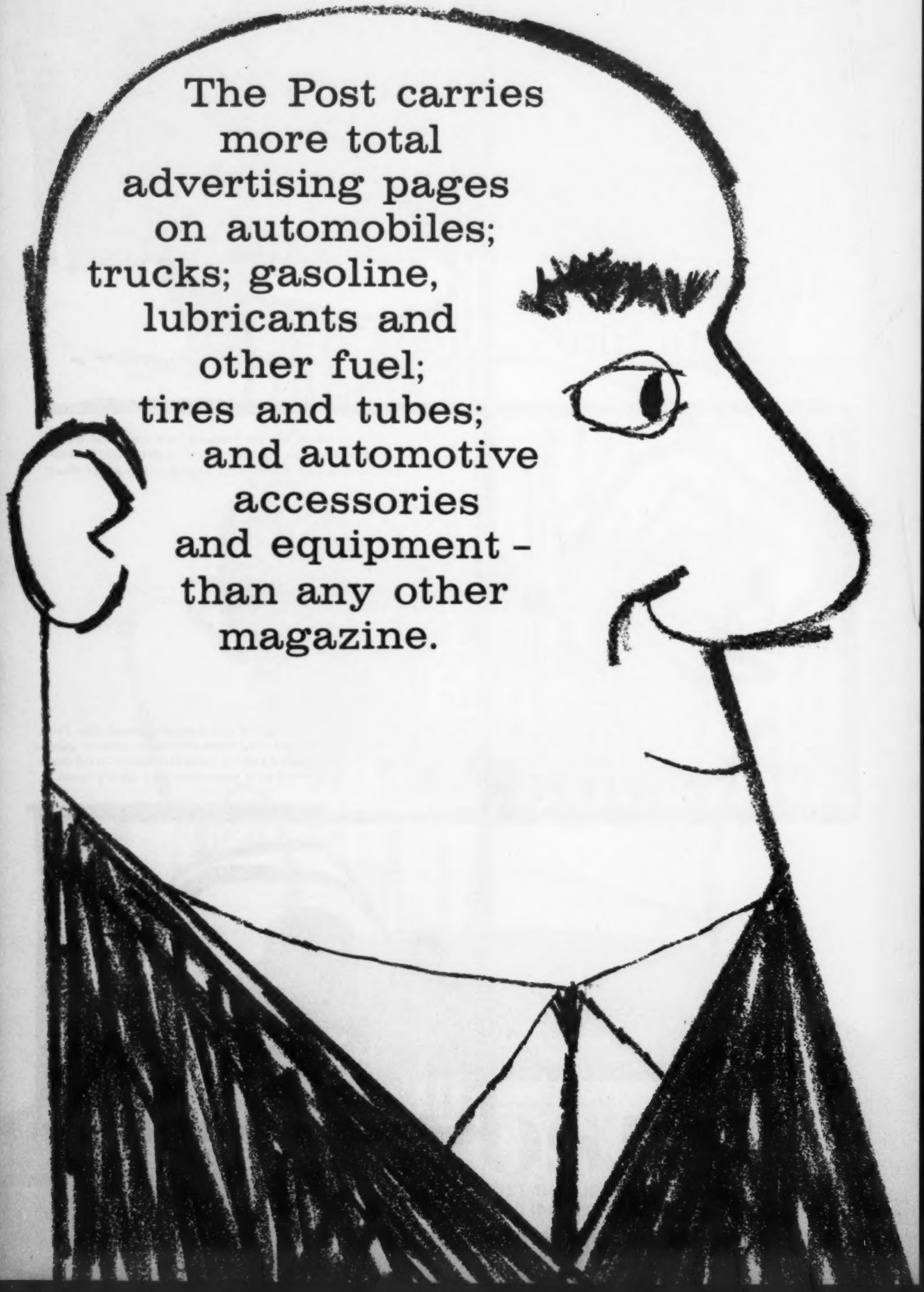


But here, thank goodness, are the happy smiling faces of the 87.3% who called "Automobile Row" a big success.

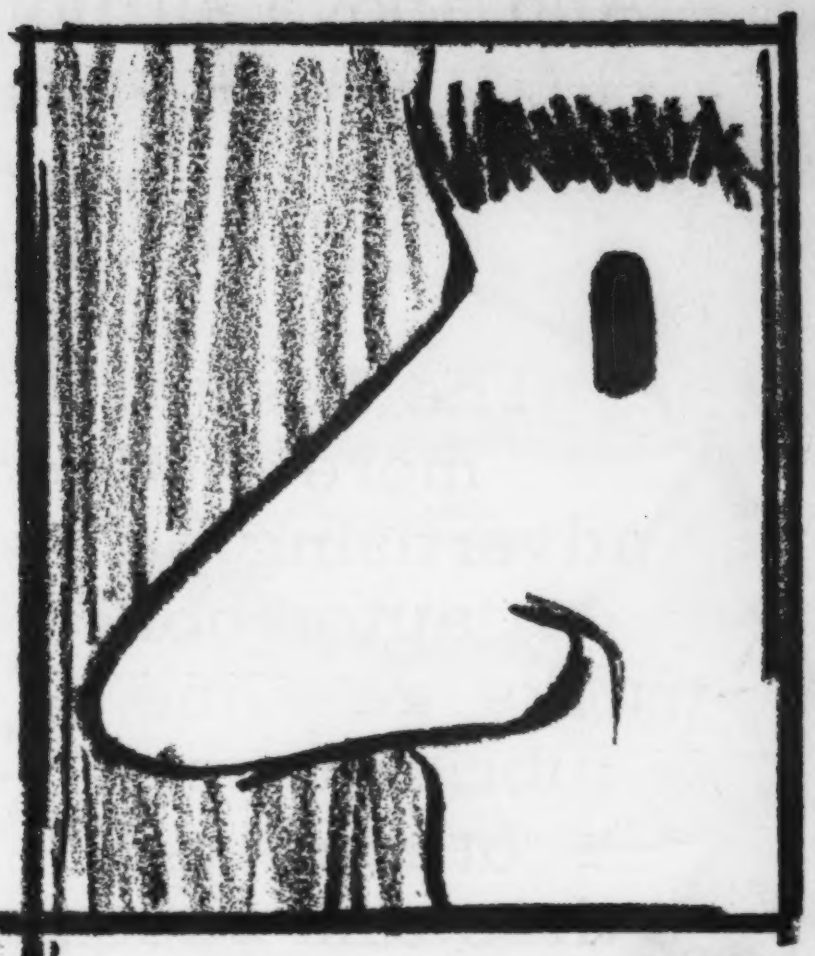
And, of course, you remember all about the Post's "Automobile Row" promotion. A major, industry-wide activity to emphasize the important role the American automobile dealer plays in the economy. Based on a huge, multi-page ad section in the Post, backed by spreads and full-page ads in the Post, Ladies' Home Journal, The American Home and Holiday to increase the sale of new cars in every city and town. Plus big ads promoting dealers and dealer service in leading newspapers across the country. A promotion that benefited the entire industry!

What sort of comments did we get from 10,000 dealers and automobile associations?

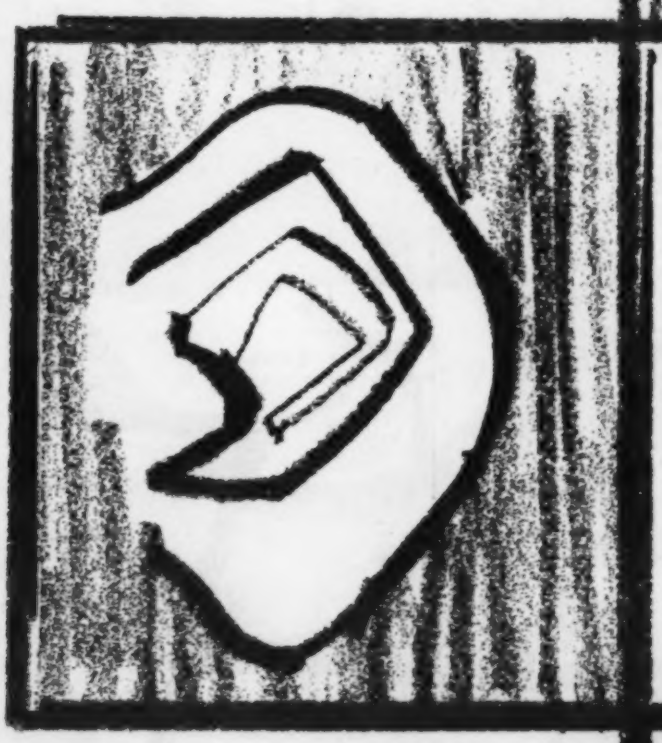
And above all, don't forget this one simple fact:



We learned some other interesting things from these letters. Facts like–

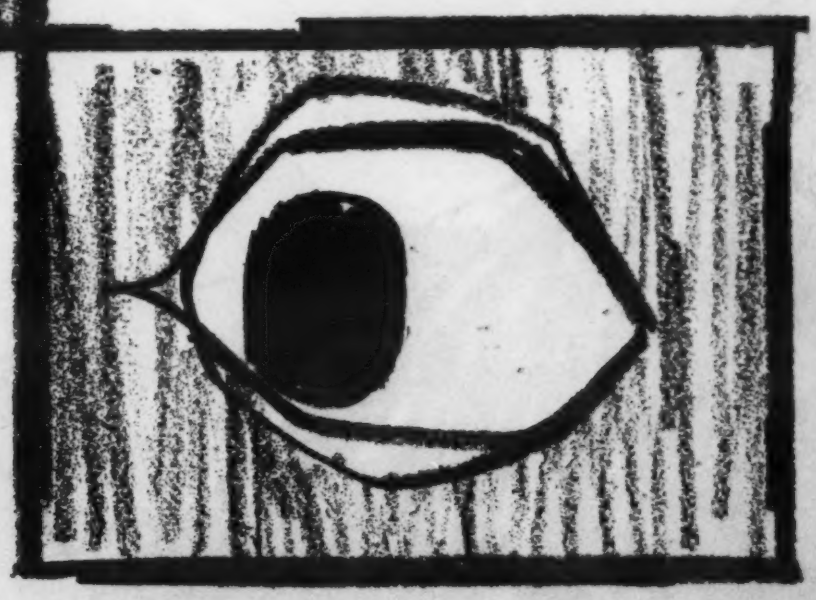


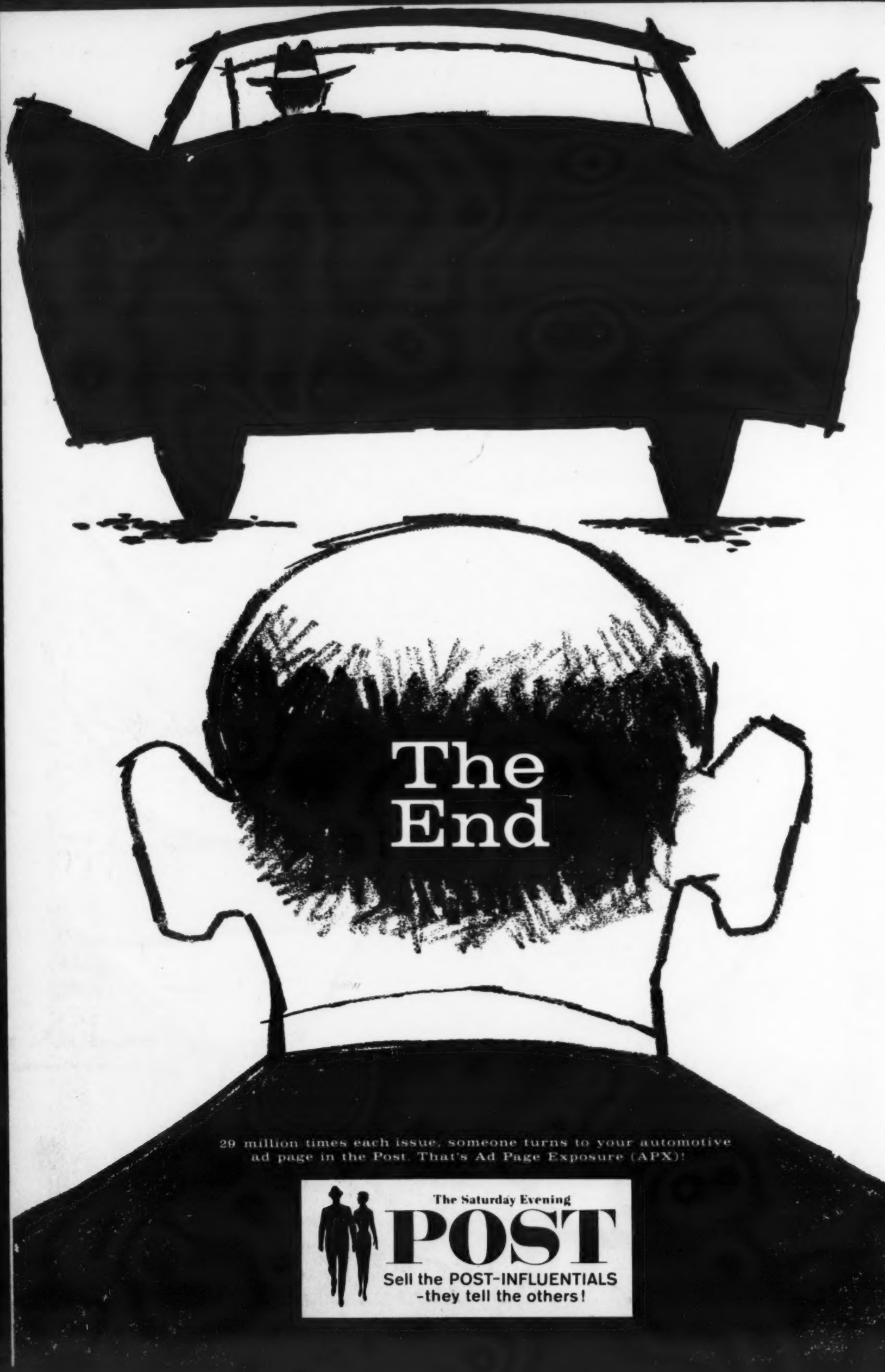
88.1% of the "noses" we counted want the Post to run another "Automobile Row" promotion in 1960 – and every year after that!



90.2% of the dealers we heard from think the Post is a great place to advertise automobiles, trucks and automotive products.

96.2% of the dealers read the Post regularly or occasionally (many more regulars than occasionals)... and only 3.8% (what's with them?) don't read it.




The
End
29 million times each issue, someone turns to your automotive ad page in the Post. That's Ad Page Exposure (APX)!
The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

AUTOMOTIVE NEWS FAMILY ALBUM

MIDDLETON, PAUL F., with Arrow Safety Device Co. as gen. mgr. and secy. since 1948. Born Camden, N. J., Dec. 20, 1902. Syracuse Univ., B.S. degree; Harvard Law School LL.B. degree. Entered automotive business in 1942 as attorney for Arrow Safety Device Co., Mt. Holly, N. J.

MILLET, RALPH T., pres. of SAAB Motors, Inc., since 1956. Born Boston, Mass., Aug. 21, 1917. Mass. Inst. of Tech., B.S. degree. Entered automobile business in 1947 at New York as purch. agent for SAAB Motors.

MILLS, BEN D., gen. mgr. of M-E-L Div., and vice-pres. of Ford Motor Co. Born Stillwater, Okla., April 24, 1915. Oklahoma A & M College, Geo. Washington Univ., Southeastern Univ. Law School. Entered automobile business in 1946 on finance staff of Ford Motor Co.

MINETT, IRVING J., with Chrysler Corp. as group exec.-defense, since Jan., 1958. Born Buffalo, N. Y., March 8, 1914. Purdue Univ. grad. Entered automobile business in 1934 with Chrysler Corp. as material handler.

MINOR, JACK W., with Plymouth Div., Chrysler Corp., as asst. gen. mgr. since May, 1958. Born Oct. 9, 1920, Kansas City, Mo. Entered automobile business 1952 as acct. exec. Grant Advertising, Inc., on Dodge acct.

MIERAS, SPENCER H., pres. and gen. mgr. of Warner Automotive Div., and Wooster Div., Borg-Warner Corp. Born Lansing, Mich., 1915. Graduate of M. I. T. Entered automobile business in 1952 at Traverse City as gen. mgr. Parts Mfg. Div., F. L. Jacobs Co.

MILLIS, JOHN B., asst. to the vice-pres. and chmn. of the Dealer Policy Board, Ford Motor Co. Born Detroit, Mich., June 12, 1913. Hillsdale College. Entered automobile business in 1946 at New York as asst. dir of pub. rel. of Kaiser-Frazer Corp. Joined Ford in pub. rel. in 1948.

MILNER, WARREN E., gen. mgr. of Hyatt Bearings Div., General Motors Corp. Born Wayne, Ohio, 1907. General Motors Institute. Entered automobile business in 1926 at Flint in mfg. section of AC Spark Plug Div.

MINKEL, LEWIS EDWARDS, vice president & sales manager, Mack Truck Co. Born La Porte City, Ia., June 6, 1905. Univ. of Iowa, A.B. degree. Entered automobile business Aug. 16, 1944 at Los Angeles with Studebaker Pacific Corp. as regional mgr.

MISCH, F. W., vice-pres. finance of Chrysler Corp. since 1956. Born Seymour, Ind., Feb. 20, 1905. Graduate of Wabash College. Entered automobile business in 1926 as cost clerk at Chrysler Corp.

MILLAR, GERALD M., adv. mgr. of Buick Motor Div., General Motors Corp., since Feb., 1959. Born Honolulu, Hawaii April 30, 1925. Univ. of Mich., B.B.A. degree. Entered automobile business in 1949 at Detroit as media buyer with Brooke, Smith, French & Dorrance, Inc.

MILLER, BRUCE E., Mercury adv. and sales prom mgr., M-E-L Div., Ford Motor Co. Born Toledo, O., Oct. 31, 1915. Univ. of Toledo, B.A. degree. Entered automobile business in 1946 at Detroit as sales rep. of Packard Motor Car Co.

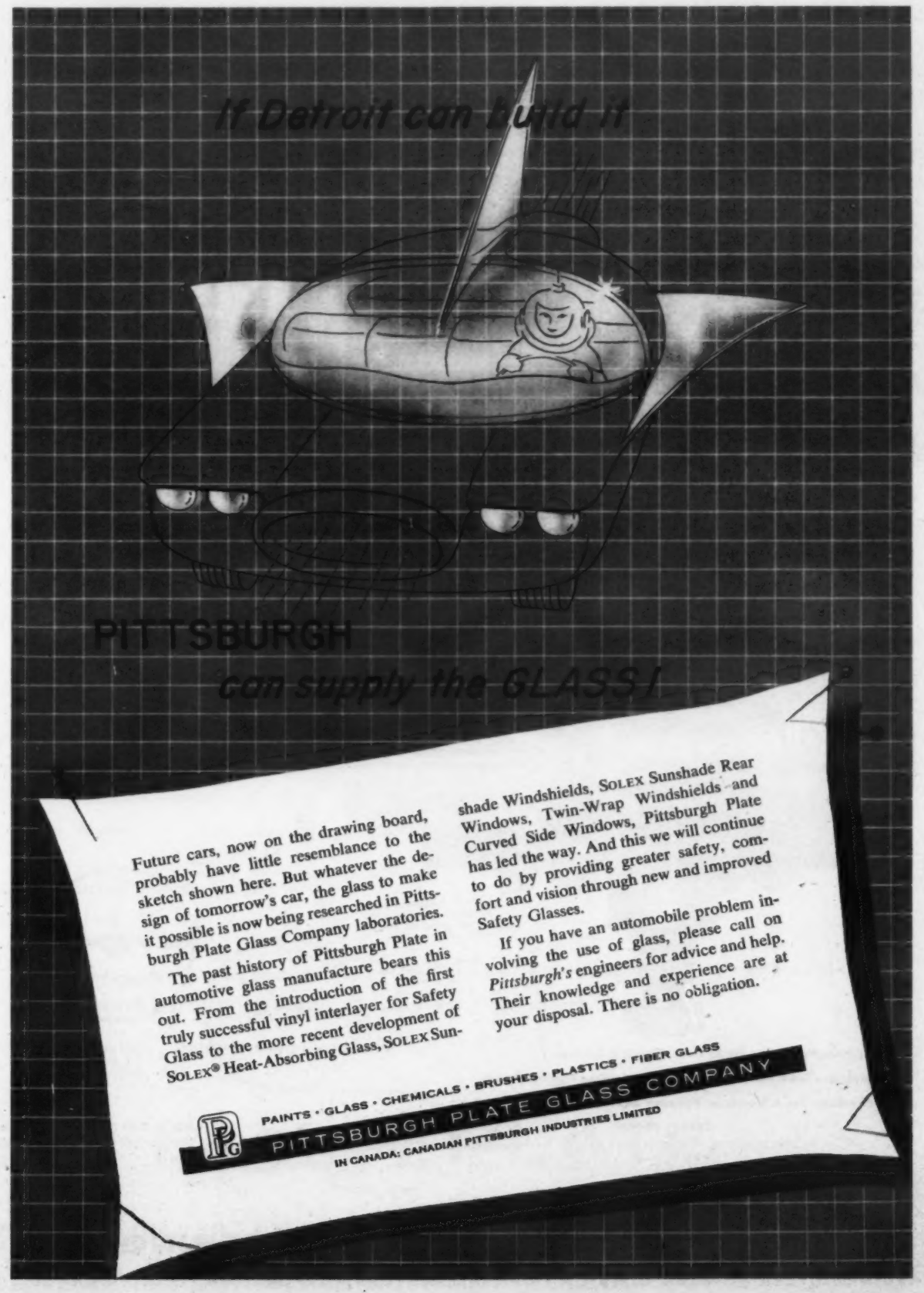
MILLER, DON C., vice-pres. marketing of the B. F. Goodrich Co. since Jan., 1958. Born Marion, Ind. Univ. of Mich. Entered automobile business in 1936 with Campbell-Ewald Company.

MILLER, FRANKLIN A. with Raybestos-Manhattan, Inc., since 1948 as dir. of mktg. and mdse., with company since 1932. Born Cincinnati, O. Northwestern Univ. Entered automobile business in 1912 at Chicago with Stromberg Motor Devices Co. (carburetor) as adv. mgr.

MILLER, J. RUDOLPH, vice-pres. mfg. of Dana Corp. since 1954. Born Shippenburg, Pa., June 2, 1909. Northwestern Univ. Entered automobile business in 1953 at Toledo as dir. of mfg. with Dana Corp.

MILLER, ROBERT, prod. programming mgr., M-E-L Div., Ford Motor Co. Born Detroit, Mich., Grad. Univ. of Mich. Joined Ford Motor Co. in 1934 in mfg. operations.

MILLER, SIDNEY E., vice-president and division manager, American Bosch Division, American Bosch Arma Corp. since April, 1956. Born Belleville, Mich., Sept. 17, 1907. Univ. of Michigan, Masters Degree. Entered automobile business in 1944 with American Bosch.



AUTOMOTIVE NEWS FAMILY ALBUM

MISCH, HERBERT L., asst. chief engr., M-E-L Div., Ford Motor Co. since 1957. Born Sandusky, Ohio., Dec. 7, 1917. Univ. of Mich., B.S.M.E. degree. Entered automobile business in 1941 in engrg. dept. of Packard Motor Car Co.

MITCHELL, WILLIAM F., with Mitchell-Bentley Corp. as exec. vice-pres. and dir. Gen. mgr. Owosso Mfg. Div. Born Owosso, Mich., Nov. 18, 1925. Penn. State. Entered automobile business in 1948 at Ionia Mfg. Co.

MOLLOY, R. J., automotive sales training mgr. of American Motors Corp. since 1956. Born Regina, Sask., July 11, 1912. Queen's University. Entered automobile business in 1938 as parts merchandiser with Chrysler Corp.

MONROE, E. PAUL, with Hercules Galion Products, Inc. as president since 1946. With Hercules-Galion Companies since 1907. Born Galion, O., July 29, 1885. Ohio Wesleyan, B. S. degree. Entered auto parts mfg. business in 1923 at Galion with Ditwiler Manufacturing Co. as sales manage..

MOORE, NEIL A., gen. mgr. of Standard Equip. Div., Dana Corp., since 1953. Born Erie, Pa., Jan. 10, 1898. Univ. of Mich., M.S. degree. Entered automobile business in 1922 at Muskegon with Continental Motors Corp. as asst. metallurgist.

MITCHELL, DON R., pres., dir., gen. mgr. of The Mitchell-Bentley Corp. and Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso, Mich., July 24, 1903. GMC Inst. of Tech.; Central Mich. Coll., Hon. Master, Dr. of Bus. Adm., Cleary College. Entered automobile business in 1921 at Corunna, Mich., with Weatherproof Body Corp. as sales mgr.

MOGGE, ARTHUR R., with Arthur R. Mogge, Inc., adv. agcy., as pres. since 1927. Born Geneva, N. Y. Indiana Univ., A.B. degree. Entered automobile business in 1919 at Indianapolis with Gibson Co. as sales prom. mgr.

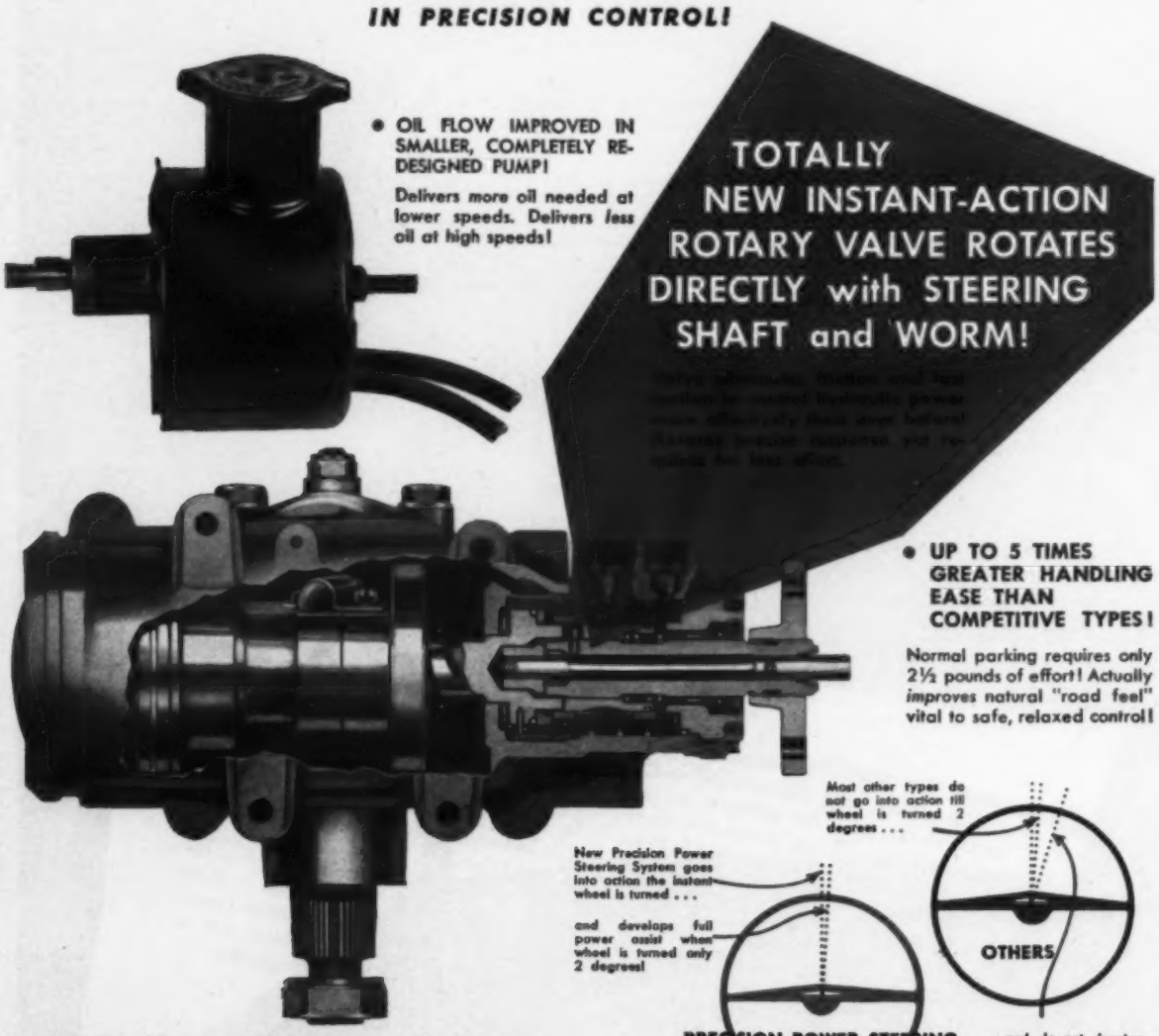
MONAGHAN, PHILIP J. vice president of General Motors and general manager of GMC Truck and Coach Division since January, 1953. Born Detroit, Nov. 5, 1914. Georgetown Univ. Entered automobile business in 1936 at Detroit with Ternstedt Div. as methods engr.

MOORE, CHARLES F., JR., vice-pres., public relations and adv. Ford Motor Co., since April, 1955. Born Mar. 5, 1908, Beverly, Mass. Dartmouth College. Entered automobile business with Ford Motor Co., 1952.

MOORE, WENDELL D., dir. of adv. and sales prom., Dodge Div., Chrysler Corp. Born Battle Creek, Mich., April 1, 1918. Cleary College. Entered automobile business in 1940 at Detroit as business mgr. of Motor City Publishing Co.

A COMPLETELY NEW SYSTEM OF PRECISION POWER STEERING AVAILABLE EXCLUSIVELY ON 1959 GENERAL MOTORS CARS!

A REVOLUTIONARY ADVANCE IN PRECISION CONTROL!



• Oil Filler Plug Comes Off By Hand Without A Wrench!

• Seventeen Fewer Parts and One Pound Lighter Than Previous Model!

• Eliminates Ten Oil Seals to Minimize Servicing Problems!

THE RESULT IS "PINPOINT PRECISION" HANDLING EASE . . . THE TRULY PRECISE STEERING THAT HAS ALWAYS BEEN THE GOAL OF AUTOMOTIVE ENGINEERS . . . PLUS THE EASE AND SAFETY OF POWER ASSIST!

Saginaw POWER STEERING

SAGINAW STEERING GEAR DIVISION • GENERAL MOTORS CORPORATION • SAGINAW, MICH.

MORRISON, RALPH W., with Aro Equipment Corp. as vice-pres. and dir. marketing, corporate dir. Born Streator, Ill., Jan. 23, 1906. Entered automobile business in 1935 at Chicago with Independent Pneumatic Tool Co. as sales engr.

MORROW, THOMAS F., group vice-pres.—Defense and Special Prod. Chrysler Corp., since 1958. Born New York City, Sept. 22, 1912. Entered automotive field in 1935 as an assembly line worker at the Chrysler Jefferson plant.

MOSS, CRUSE W., vice-pres. and gen. sales mgr. of Willys Motors, Inc. Graduate, Ohio Univ. Entered automobile business in 1940, joining Willys Motors in 1953 as exec. asst. to the vice-pres. and gen. sales mgr.

MUEHLHAUSEN, C. F., with Rockwell-Standard Corp. as vice-pres. and group mgr. Spring Operations. Entered auto business 1917 with Muehlhausen Spring Corp. as gen. mgr. and pres.

MUELLER, JOSEPH W., mgr. of Kenosha plant American Motors Corp., since 1954. Born in Milwaukee, Wis., Feb. 22, 1912. Milwaukee Vocational School. Entered automobile industry in 1934 as drafting and tool design apprentice with Nash Motors.

MUMA, GEORGE E., pres. of Divco Truck Div., Divco Wayne Corp. since 1955. Born Paris, Ont., Jan. 22, 1895. Entered automobile business in 1913 at Toronto as tester at Russell Motor Car Co.

MUMMERT, ARDEN J., with McQuay-Norris Mfg. Co. as pres. and chmn. of the bd. since 1950. Born St. Louis, Mo., 1889. Purdue U., B.S.M.E. Entered automobile business in 1912 at Indianapolis, Ind., with Cole Motor Car Co. as junior engr.

Best car salesman we ever met, isn't he, Abby?

ABIGAIL: Sure is! Didn't miss a trick!

PRUDENCE: Why he took the words right out of our mouths. Like we've been telling millions in magazines and on TV, Safety PLATE is the *best* safety glass . . . that only General Motors puts Safety PLATE in *every* window of every car made here in the States.

ABIGAIL: And he pointed out the trade-mark right on the glass in every window.

PRUDENCE: Notice how he made a big feature of having it in *side* windows? Said Safety PLATE in side windows gives you better vision than ordinary "safety glass". Not so tirin' on your eyes.

ABIGAIL: And then did you see how he sold us up to *E-Z-EYE* Safety PLATE? Imagine! Demonstrating, in his own car, how it reduced sun glare and sun heat, to make driving more pleasant.

PRUDENCE: Indeed he did. That's one salesman who'll go places.

SAFETY L·O·F PLATE

IN BUICK · CADILLAC · CHEVROLET · OLDSMOBILE · PONTIAC

LIBBEY·OWENS·FORD GLASS COMPANY · TOLEDO 3, OHIO

AUTOMOTIVE NEWS FAMILY ALBUM

MURBARGER, RICK., with Sealed Power Corp. as vice-pres. in charge of sales since 1951. Born Indianapolis, Ind. Wabash College.

MURRAY, FREDRIC H., with Cadillac Motor Div. as general sales manager since Jan. 1, 1957. Born in Denver, Colo. Columbia Univ. Joined Cadillac organization in 1943.

NAGLE, EDMUND G., with United States Rubber Co., mgr. of automotive sales, Footwear and General Products Div. since 1951. Born Cambridge, Mass., March 30, 1917. Univ. of Minnesota. Entered rubber business in 1945 at Mishawaka, Ind., with U. S. Rubber Co. as sales mgr., Foam and Floor Mat Div.

NASH, WALTER E., sales mgr., repl. sales, Shock Absorber Div., Monroe Auto Equip. Co., since 1953. Born Providence, R. I., Oct. 5, 1908. Brown Univ. Entered automobile business in 1939 as field engr. with Fram Corp.

NAVE, HENRY J., with White Motor Co. as exec. vice-pres. since 1958. Born Attica, Ind., 1913. B.S.C. Temple Univ. Entered automobile business in 1936 with Firestone Tire & Rubber Co. as college sales trainee.

MURDOCK, MALCOLM P., with Ethyl Corp. as vice-pres. in chge. of sales, dir., since 1952. Born Melrose, Mass., Dec. 9, 1905. Cornell U., A.B. degree. Entered automobile business as field rep with Ethyl Corp. in 1933.

MYERS, JAMES L., chmn. of bd., Clevite Corp. (formerly The Cleveland Graphite Bronze Co.) since 1952. Born Elizabeth, N. J., Sept. 25, 1890. Pingry Sch., Stevens Inst. of Tech., M.E. degree. Entered automobile business in 1912 at Lansing, Mich., with Olds Motor Works as engrg. draftsman.

NAPIER, JAMES A., dir. allied sales section, Tire Div., U. S. Rubber Co., since 1958. Born Pittsburgh, Pa., Aug. 11, 1918. Entered rubber business in 1945 with U. S. Rubber Co. as tire salesman.

NAUGHTON, JOHN B., with Chrysler Corp. as dir. Dodge car and truck sales since 1958. Born Pueblo, Colo., Jan. 1, 1922. Entered automobile business in 1948 at Philadelphia as zone sales manager for Ford.

NEAL, J. B., plant mgr. of Chrysler Corp.'s Dodge assembly plant since Feb., 1959. Born Lebanon, Tenn., Aug. 6, 1916. Entered automobile business in 1937, joined Chrysler Corp. in 1958.

NELSON, LAWRENCE E., vice-pres. sales, Marine and Industrial Engine Div., Chrsyler Corp. since 1958. Born Detroit, Mich., July 15, 1916. Entered automobile business in 1934 at Detroit as salesman for Chrysler Detroit Co.

NETTLES, EARL R., market analysis mgr. of American Bosch Div. since 1958. Born Maywood, Ill., Dec. 2, 1926. Univ. of Tenn. B.S. degree. Entered automobile business with Plymouth in 1955 as market analyst.

NEVERGOLD, EDWARD C., asst. to vice-pres. dealer rel., Chrysler Corp., since 1958. Born Beaver, Pa., Jan. 24, 1913. Univ. of So. Car. grad. Entered automobile business in 1930; joined Chrysler Corp. in 1954.

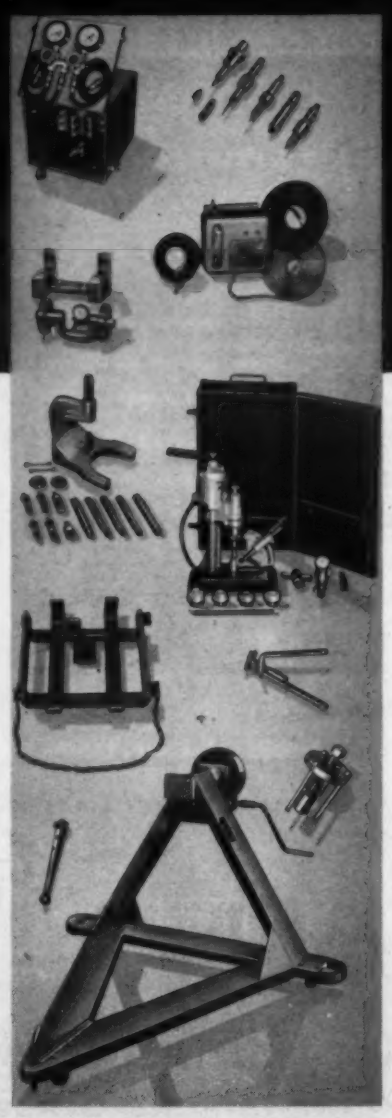
NEWBERG, WILLIAM C., exec. vice-pres. of Chrysler Corp. since 1958. Born Seattle, Wash., Dec. 17, 1910. Univ. of Washington, B.M.E.; Chrysler Inst. of Engineering, M.M.E. Entered automobile business in 1932 with American Automobile Co. at Seattle as salesman. Joined Chrysler Corp. in 1933.

NEWBY, RALPH, with Midland-Ross Corp. as sales mgr. of the Cleveland Division since 1950. Born Birmingham, England, April 3, 1909. Cleveland College. Entered automobile business in 1927 at Cleveland with Midland Steel Products Co. as draftsman.

NEWTON, THOMAS JR., dir. private brand sales, Tire Div. of U. S. Rubber Co. since 1956. Born Kansas City, Kans., May 6, 1911. Entered rubber business in 1935 with U. S. Rubber Co. as tire technician.

NICHOLAS, EDWARD I., manager of marketing and analysis dept. of American Motors Corp., since 1957. Born Dayton, O., Dec. 31, 1926. Graduated from Ohio State University in 1949. Entered automobile industry in 1949 as market analyst with Nash-Kelvinator.

There's a KENT-MOORE *RATE-MAKER* Tool for every special shop requirement



Here's why: Kent-Moore "Rate-Maker" service tools are designed in close cooperation with the vehicle manufacturer. They are developed specifically to perform important maintenance operations for which no adequate standard tools exist. They save you time, prevent parts damage and increase shop efficiency, adding to your profit potential.

Kent-Moore "Rate-Maker" service tools permit you to duplicate factory-assembly conditions right in your own shop. Check your shop manuals—see how often Kent-Moore special service tools are shown! So before you invest in any service tool—investigate Kent-Moore "Rate-Maker" special service tools.

For complete information on the entire line of Kent-Moore "Rate-Maker" tools, send for your copy of the Kent-Moore Service Tool Guide . . . no cost, no obligation . . . so write today!

KENT-MOORE ORGANIZATION, INC.

28635 Mound Road • Warren, Michigan

ENGINEERS AND MANUFACTURERS OF SERVICE TOOLS AND EQUIPMENT

58-A1

AUTOMOTIVE NEWS FAMILY ALBUM

NICHOLL, J. FERRELL, with Lumite Div., Chicopee Mills, Inc., as vice-pres. since 1949 and gen. mgr. since 1948. Born Blanket, Tex., Aug. 20, 1906. Ga. Tech., B.S. degree. Entered automobile business in 1945 at New York with Lumite Div. as mgr. upholstery fabric section.

O'BRIEN, WILLIAM M., dir. of indus. rel. of Chrysler Corp. since Feb. 1959. Born Nov. 13, 1917. Loyola Univ., law degree. Entered automobile business in 1952, joined Chrysler Corp. in 1958.

ODE, KENNETH F., vice-pres. and gen. mgr. Cleveland Div. of the Midland-Ross Corp. since 1957. Born Milwaukee, Wisconsin, 1909. Marquette Univ., B.S.E.E. degree. Formerly with White Motor Co.

OHLY, CHARLES W., with Thompson Ramo Wooldridge, Inc. as vice-pres. and gen. mgr., Mich. Div., since Auga, 1954. Born Cleveland, O., Sept. 5, 1918. Case Institute of Technology, B.S., M.E. Entered automobile business in 1940 at Cleveland with Thompson Products as laboratory technician in metallurgical research lab.

O'MADIGAN, DANIEL, JR., gen. sales mgr. of Saco-Lowell Automotive Div., Saco-Lowell Shops, since 1958. Born St. Louis, Mo., Dec. 13, 1903. Wash. Univ., Univ. of Texas. Entered automobile business in 1927 at San Antonio with GMAC as credit man.

NICHOLS, BYRON J., with Chrysler Corp. as group vice-pres. auto. sales since 1958. Previously vice-pres. of sales, Dodge Div. Born Beloit, Wis., July 15, 1913. Entered automobile business in 1933 with Ford Motor Co. Joined Chrysler Corp. in 1940.

OCHS, CLARENCE I., with Eaton Mfg. Co. as dir. and member of exec. comm. since retirement as chmn. of the board, 1956. Born in Boston, Mass. Entered automobile business in 1916 at Cleveland, O., with Torbensen Gear & Axle Co., as pur. agt.

O'DOHERTY, LAWRENCE J., dir. of sales, auto div., Acme Quality Paints, Inc., since 1957. Born in Canada, Feb. 2, 1902. Univ. of Ottawa. Entered automobile business in 1924 at Detroit in steel depts. of Ford Motor Co. Joined Acme Quality Paints in 1929.

OLDFIELD, WILLIS J., dir. of adv. and prom., AC Spark Plug Div., General Motors Corp., since Feb., 1958. Born Mt. Morris, Mich., Aug. 28, 1911. Flint Jr. Coll. Entered automobile business in 1942 at Flint as pub. rel. rep. with AC Spark Plug Div.

O'NEIL, THOMAS J., member Ford Motor Co. dealer policy board. Born Memphis, Tenn., Dec. 28, 1894. Christian Bros. College. Entered automobile business in 1915 in Memphis Dist. with Ford Motor Co. as stock clerk.

NIELSEN, A. B., with Chrysler Corp. as exec. asst. to group vice-pres. in chg. of sales since 1958. Born July 24, 1900 in Ft. Wayne. Ind. Business school. Entered automobile business in 1915 at Flint, Mich., as payroll clerk for Chevrolet Motor Co.

NOLL, PAGE JR., mfg. facilities mgr. of Ford Div., Ford Motor Co., since Dec., 1958. Born Los Angeles, Calif. Univ. of South. Calif., B.S. in bus. adm. degree. Entered automobile business in 1952 with Ford Motor Co.

HOONAN, CHARLES P., with Chrysler Corp. as eastern area dir. of field operations gen. sales since 1956. Born New Rochelle, New York, July 15, 1915. New York Univ., 1938, B.S. Entered auto business, New Rochelle, 1938, as retail salesman.

NORDHOFF, HEINZ, pres. of Volkswagenwerk GmbH since 1948. Born Hildesheim, Germany, Jan. 4, 1899. Polytechnic Acad., Berlin, B.S. degree, Hon. Dr. degree. Entered automobile business in 1930 as head of serv. org. with Adam Opel AG.

NORWOOD, JOHN E., with Sealed Power Co. since 1918. Sales mgr. from 1943 through 1954. Now dir. of adv. Born Baltimore, Md., Feb. 19, 1898. Polytechnic Inst. Entered automobile business in 1918 at Baltimore with No Leako Piston Ring Co.

OARE, ROBERT L., with Associates Investment Co. as Chmn. of the Bd. since 1951. Born in South Bend, Ind., on Oct. 13, 1912. Dartmouth Coll., A.B., Yale Univ., LL.B. Entered automobile business in 1947 at South Bend, Ind., with Associates Investment Co. as dir.

O'BRIEN JOHN DAVID., with General Motors Corp., gen. mgr. Inland Mfg. Division, Dayton, O. Born at Cincinnati, O., Jan. 21, 1896. Received B.S. degree from St. Xavier Coll., 1914. Joined Inland in 1922 as purchasing agt.

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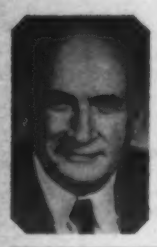
CHRYSLER '59

AUTOMOTIVE NEWS FAMILY ALBUM



O'NEIL, WILLIAM F., with General Tire & Rubber Co. as pres. and gen. mgr. since 1915. Born Akron, O., Aug. 21, 1885. Holy Cross Coll., B.S. and LL.D. degrees. Entered automobile business in 1904 at Worcester, Mass., with Worcester Tire Fabric Co. as cost man.

ORMSBY, RUTH, with Nu Orm Plans, Inc., as president since 1946. Native of Los Angeles. St. Mary's Academy and St. Mary's College. Entered automobile business in 1940 working in a dealership as a follow-up operator. Started own follow-up and service merchandising business in November, 1945.

ORR, JAMES W., mgr. of merch. dept., Studebaker-Packard Corp. Entered automobile business in 1956 as sales prom. mgr. of Studebaker - Packard Corp.

OSBORN, CYRUS R., with General Motors Corp., vice-pres. and dir. Born Dayton, O., Aug. 27, 1897. Univ. of Cincinnati. Entered automobile business in 1921 with Dayton Eng. Laboratories as apprentice.

OUELLETTE, L. J., with Dodge as dir. dealer rel. since 1950. Born Detroit, Mich., June 6, 1899. Entered auto business in 1917 in adv. dept. with Dodge Brothers.

O'REILLY, RICHARD T., vice-pres. of N. W. Ayer and Son, Inc., supv. of Plymouth serv. since 1958. Born New York, N. Y., Aug. 30, 1921. Colorado School of Mines. Entered automobile business in 1953 with N. W. Ayer and Son, Inc.

OROS, JOSEPH, chief stylist, Ford Studio, Ford Motor Co., since March, 1956. Born Cleveland, Ohio. Cleveland School of Art. Entered automobile business in 1940 in styling div. of General Motors Corp.

OSANN, FRED JR., gen. mgr. of Parts and Equip. Mfg. Div., Chrysler Corp. since May, 1956. Born White Plains, N. Y., Sept. 30, 1917. Princeton Univ., Chrysler Inst. Engrg. grad. Entered automobile business in 1939 with Chrysler Corp. as grad. student engr.

OSTBY, THOMAS A., dir. of distr. and scheduling, gen. sales group, since Oct., 1958. Born Emmons, Minn., 1918. Entered automobile business in 1946 at Salina as dist. mgr. with Dodge Div.

PAINE, WILLARD B., president and chief exec. officer of Bendix-Westinghouse Automotive Air Brake Co. since 1957. Born Malden, Mass., April 26, 1905. Mass. Insti. of Tech., B.S. in Mech. Eng. Entered automobile industry in 1931 at Bendix Products Div. as laboratory engr. in the development of vacuum power brakes.

PALMER, W. P., with Arndt - Palmer Lab. as pres. since 1947. Born Rushville, Ind., in 1888. Entered automobile business in 1935 at San Francisco with Palmer Co. as owner.

PANKS, JOHN T., man. dir. of Rootes Motors, Inc., since 1954. Born London, England, March 1, 1917. Birmingham Univ., England, B.S.C. degree. Entered automobile business in 1933 in England as apprentice with Austin Motor Co.

PARKER, FRED W., JR., with Rockwell-Standard Corp., Transmission and Axle Div., as executive vice-pres., since 1953. Born in Chicago, Apr. 26, 1905. Cornell Univ., M.E. degree. Entered automobile business in 1927 at Detroit with Timken-Detroit Axle Co. as student engr.

PARKER, JOHN R., dir. of sales and engrg. Automotive div., A. O. Smith Corp. since Dec., 1957. Born Three Rivers, Mich., Sept. 9, 1917. Univ. of Mich., B.S. in M.E. degree. Entered automobile business in 1939 at Milwaukee as draftsman with A. O. Smith Corp.

PATENGE, WALTER F., with Wahlert Corp. as pres. and gen. mgr. since 1944. Born Bay City, Mich. 1898. Mich. State College, B.E. Eng. Entered automobile business in 1923 at Lansing with Reo Motor Co. as draftsman.

PATTERSON, C. H., vice-pres. power train group, Ford Motor Co., since 1958. Born Edinburgh, Scotland, Oct. 22, 1902. Entered automobile business in 1927 as die maker with Ford Motor Co.

PATTERSON, M. C., gen. mgr. of Dodge Div., vice-pres. of Chrysler Corp. Born Lanaskshire, Scotland, May 30, 1900. Entered automobile business in 1921 as die sinker machinist for Dodge Div.

AUTOMOTIVE NEWS FAMILY ALBUM

PAUL, STEPHEN H., with Auto Specialties Mfg. Co. as general sales mgr. since 1950. Born Duquesne, Pa., Sept. 26, 1905. Illinois & Chicago Tech. Entered automobile business in 1935 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as inspector.

PETERSON, GEORGE B. D., Detroit distr. sales mgr. of Aluminum Co. of America since 1955. Born Wayne, Pa., 1908. Penn State Univ. Entered automobile business in 1928 at Pittsburgh as sales apprentice with Alcoa.

PETERSON, W. L., director sales engrg., White Motor Co. since 1958. Born Owosso, Mich. M.E. Michigan State Univ., Entered automobile business in 1947 as sales engineer Timken Detroit Axle Co.

PETTENGILL, E. R., with Pontiac Motor Div. as asst. sales mgr. since Sept., 1958. Born in Port Huron, Mich., Feb. 4, 1905. Entered automobile business in 1925 as central office cashier.

PHILLIPS, ASA R., JR., with Auto Ventshade, Inc. as pres. since 1957. Born Lakeland, Fla., Feb. 3, 1932. Univ. of Ga. Entered automobile business in 1955 with Auto Ventshade Co. as sales rep.

PAXTON, H. G., administrative asst. to exec. vice-pres. of American Motors Corp., since 1957. Born Walton, W. Va., Feb. 11, 1913. Graduated from West Virginia Univ. in 1934. Entered automobile industry in field organization of General Motors in 1934.

PETERSON, ROBERT H., pres. of Goliath Sales Corp., since Sept., 1956. Born Forest Grove, Ore., May 9, 1916. Entered automobile business in 1935 at Portland as salesman with Buick.

PETOK, S., with DeSoto Div. of Chrysler Corp. as dir. public rel. since 1957. Born Detroit, Mich., 1922. Wayne State University. Entered automobile business in 1950 with Kaiser-Frazer Corp. as public relations specialist.

PFEIFFER, KARL, with Chrysler Corp. as exec. engr. of laboratories and vehicle testing since Dec., 1955. Born in Obernburg, Germany. Educated in Germany. Entered the automotive business in the U. S. in 1923 with Maxwell Motor Co.

PHILLIPS, ROBERT M., with Cadillac Motor Car Div. as gen. serv. mgr. Born New York City, 1914. Graduate automotive design engr. Entered automobile business at New York in 1937 with Cadillac.

PECKELS, MICHAEL F., with International Harvester as dir. consumer rel. since 1945. Born in Chicago, April 29, 1897. Entered automobile business in 1915 at Chicago with International Harvester as clerk.

PENNINGTON, C. WILLIAM, vice-pres. of U. S. Rubber Co. and gen. mgr. of Footwear and Gen. Prod. Div. since Oct., 1957. Born New Albany, Ind., Jan. 16, 1908. Benson Polytechnic School, Univ. of Oregon. Entered rubber business in 1926 at Portland as stock clerk with U. S. Rubber Co.

PEO RALPH F., chmn. and pres. of Houdaille Industries, Inc. Born Rochester, N. Y., 1897. Rochester Institute of Tech., mech. degree. Entered automobile business in Detroit with Dodge Co

PEPPIATT, GUY S., pres. of Federal-Mogul-Bower Bearings, Inc. Born Washtenaw County, Mich., Sept. 20, 1901. Univ. of Mich., A.B. degree. Entered automobile business in 1928 at Detroit with Federal-Mogul Corp. as accountant, became pres. in 1950.

PERELLE, CHARLES W., pres. of American Bosch Arma Corp. since April, 1954. Born Juneau, Alaska, Jan. 5, 1903. Univ. of Washington, St. Joseph College, Dr. degree. Entered automobile business in 1946 as pres. of Gar Wood Industries.

PETER, E. LESLIE, merch. mgr. of Tung-Sol Electric, Inc. since Jan., 1959. Born Short Hills, New Jersey. Rutgers Univ., B.S. degree. Entered automobile business in 1950 as Oldsmobile distr.

PETERSEN, DONALD E., car planning mgr. of Ford Div., Ford Motor Co. Born Pipestone, Minn., Sept. 4, 1926. Ore. St. Univ., Univ of Wash., Stanford Univ., M.B.A. degree. Entered automobile business in 1949 as fin. analyst with Ford Motor Div.

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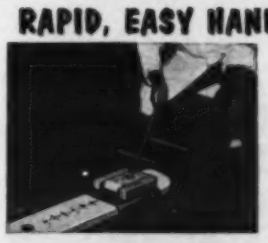

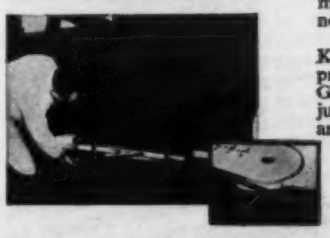

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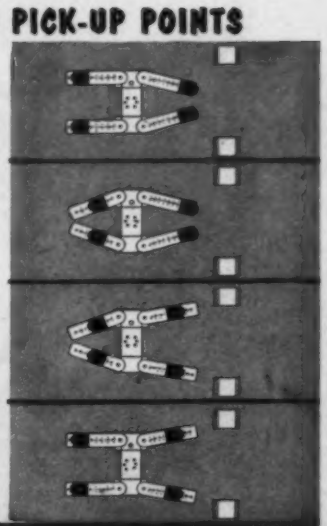

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AUTOMOTIVE NEWS FAMILY ALBUM

PICHURSKI, JOHN R., automotive press relations mgr. of American Motors Corp. since 1956. Born Detroit, Mich., June 18, 1921. Michigan State College. Entered automobile business in 1951 at Detroit with Nash Motors.

PIERSON, H. LYNN, with Detroit Harvester Co. Chmn. of Bd. since 1951. Pres. since 1926. Born in Detroit July 13, 1894. Williams College. Entered automobile business in 1919 at Detroit with Packard Motor Car Co.

PINGEL, JOHN S., vice-pres. of Brooke, Smith, French and Dorrance, Inc., since 1954. Born Mt. Clemens, Mich., Nov. 6, 1916. Mich. State Univ., A.B. degree. Entered automobile business in 1940 at Detroit as sales correspondent with Dodge Div.

PLANT, ARTHUR P., gen. mgr. Indus. Sales, Libbey-Owens Ford Glass Co. since 1952. Born Sherbrooke, Que., 1903. LaSalle Ext. Univ., accounting degree. Entered automobile business in 1944 at Toledo as asst. to indus. sales mgr. with L-O-F Glass Co.

POIRIER, G. T., plant mgr. at Imperial assembly plant, Chrysler Corp., since April, 1958. Born Jackson, Mich., Jan. 14, 1919. Univ. of Detroit, Chrysler Inst. of Engrg. Entered automobile business in 1940 as research engr. for Chrysler Div.

PICKETT, WILLIAM S., vice-pres. in charge of sales for Willys-Overland Export Corp. Born in Ohio in 1920. Graduate of Univ. of Toledo. Joined Willys in 1946.

PIERSON, LOUIS W., with International Harvester Co. as mgr. of sales, motor truck div. Born Hatton, N. D., May 15, 1901. High school. Entered automobile business in 1922 at Billings, Mont., with International Harvester Co. as truck salesman.

PIOT, LESTER W., mgr. MoPar dealer sales, Chrysler Corp., since 1958. Born Charleroi, Pa., Aug. 20, 1922. Wayne Univ., Lawrence Tech. Entered automobile business in 1941 at Detroit with Chrysler Corp. as district rep.

PLANT, THOMAS F., gen. sales mgr. of United Motors Serv. Div. of General Motors Corp. since July, 1958. Born Plant, Tenn., May, 1911. Entered automobile business in 1936 at Flint with AC Spark Plug Div. as terr. rep.

PORTA, A. J., exec. vice-pres. of Studebaker-Packard Corp. since Aug., 1958. Born Ft. Smith, Ark., Jan. 23, 1904. Univ. of Notre Dame, PhB in commerce degree. Entered automobile business in 1925 with Studebaker-Packard Corp.

PORTER, KENNETH R., Director of Dealer Relations of Plymouth Division, Chrysler Corp., since Nov., 1957. Born Beloit, Wis., Aug. 20, 1904. Beloit Coll. Entered automobile business in 1933 as a Dodge salesman. Joined Plymouth in 1948 as District Manager, New York Region.

POWER, WILLIAM G., with Chevrolet Div. of General Motors Corp. as adv. mgr. since Jan. 1, 1950. Born Indianapolis. Entered automobile industry at Flint, Mich., as Chevrolet wholesale representative in 1928.

PRASS, MARC R., mgr. product planning of Chrysler and Imperial Div., Chrysler Corp. Born South Bend, Ind., Jan., 1919. B.S. Yale Univ., 1941. Entered automobile business with Chrysler Corp. Engrg. Div., 1941.

PRETZ, PHILIP H., dir. of testing opers. office, Ford Motor Co. engrg. and research staff, since 1958. Born Tarrytown, N. Y., June 1, 1907. Purdue Univ., B.M.E. degree. Entered automobile business in 1928 in engrg. dept. of Cadillac Motor Car Co.

PRICE, GALEN B., exec. asst. to gen. mgr. and asst. gen. mgr. of Ford Div. since 1958. Born Alpena, Ark., Aug. 10, 1918. Univ. of Ark., M.B.A. degree. Entered automobile business in 1947 as price analyst with Ford Motor Co.

PROSSER, WILLIAM B., with Perfect Circle since 1925. Pres. since May, 1957. Born in Canada, March 22, 1902. Entered automobile business in 1923 at Boston with American Gear Co. as salesman.

PRUITT, SIDNEY T., domestic sales mgr. of Ethyl Corp. since 1955. Born Benton, Ala., June 16, 1907. Ga. Inst. of Tech., B.S., Civil Eng. degree. Entered automobile business in 1930 as field rep. with Ethyl Corp.

METALS DIVISION, OLIN MATHIESON CHEMICAL CORPORATION, 400 PARK AVENUE, NEW YORK 22, N. Y.

AUTOMOTIVE NEWS FAMILY ALBUM

PURDY, RICHARD T., treas. of American Motors Corp. since 1956. Born Caro, Mich., Oct. 11, 1906. Graduate of Univ. of Mich. Entered automobile industry in 1945 as mgr. of Motor Truck Div. of Automobile Manufacturers Assn.

RAY, EDWARD F., gen. sales mgr., All-Wheel-Drive Truck Div., Marmon-Herrington Co., Inc., since Jan., 1955. Born White County, Ind., Feb. 10, 1899. Entered automobile business in 1922 at Indianapolis with Ford Motor Co.

REESE, C. J., with Continental Motors Corp. as pres. since 1939. Born in Muncie, Ind., in 1900. Muncie Normal, I.C.S. Prod. Engr. degree. Entered automobile business in 1918 at Flint, Mich., with Chevrolet Motor Co. as prod. followup. Joined Continental Motors in purchasing dept., 1931.

REEVES, ALFRED, born in Brooklyn, N. Y., 1875. Brooklyn High. Forty years with Automobile Manufacturers Association; 25 years as gen. mgr.; consultant since 1957. Entered automobile business in 1904 as Automobile Editor of the "New York Mail and Express."

REID, J. S., with Standard Products Company as president and chairman of the board. Born Yazoo County, Mississippi, 1894. University of Louisville, M.D. degree. Entered automobile business in 1920, inventor of the Easy-on bayonet type automobile gas tank cap. Founded Standard Products in 1928.

PUTMAN, PAUL, with AP Parts Corp. since 1950; pres. since 1958. Born Ft. Smith, Ark. Northwestern Univ. School of Bus. Adm. Entered automobile business with Goodyear Tire and Rubber Co. at Akron in management training program.

REED, JOSEPH H., asst. sales mgr., mfgr's. div., in chg. of Chicago office of Perfect Circle Corp. since 1957. Born Evanston, Ill., July 5, 1906. Lombard College, B. S. degree. Entered automobile business in 1928 at Evanston as salesman with Perfect Circle Corp.

REESE, WM. D., mgr. of engrg., motor truck div., International Harvester Co. since Dec., 1943. Born Middletown, N. Y., 1894. Lehigh Univ. Entered automobile business in 1917 with Locomobile Co., Bridgeport. Joined International Harvester, 1934.

REEVES, PAUL J., vice-pres., chg of sales of Timken Roller Bearing Co. since 1959. Born Dover, O., 1905, Carnegie Tech., B.S. degree. Entered automobile business in 1929 at Canton as sales engineer of Timken Roller Bearing Co.

REIDER, KENNETH G., gen. mgr. Miniature Lamp Dept., General Electric Co., since 1955. Born New Castle, Pa., Aug. 11, 1894. Allegheny Coll., B.S. degree.

QUEENAN, C. J., with Rockwell-Standard Corp. as president since 1956, Carnegie Tech., E.E. degree. Entered auto business with Standard Steel Spring Co. as inspector, supt. inspection, Engrg. Dept., plant supt., exec. vice-pres. and pres. 1925-1956.

QUINN, ED C., vice-pres. of Chrysler Corp. and gen sales mgr. since 1958. Born Detroit, Mich., Dec. 15, 1903. Entered automobile business in 1919 with Studebaker in Detroit. With Chrysler Corp. since 1934.

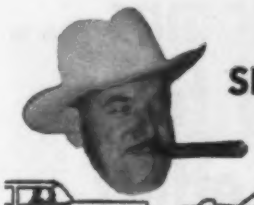
RAGSDALE, EDW. T., gen. mgr. of Buick Motor Div., GM Corp., since March, 1956. Born Hopkinsville, Ky., in 1897. Indiana State Normal Coll. Entered automobile business in 1916 at Newcastle, Ind., with Maxwell Motor Car Co. as tool designer.

RAISBECK, JOHN W., vice-pres. of sales operations of American Motors Sales Corp., since 1956. Born in Coronel, Chile. Charleston School of Commerce. Entered automobile business in 1930 at Detroit with Packard Motor Car Co.

RAMSEY, WILLIAM B., dir. of gov. and fleet sales of American Motors Corp. since 1955. Born Columbus, O., Aug. 16, 1918. Ohio State Univ. Joined automobile business in 1935 as used-car dealer in Columbus, O.

RAPPAPORT, M. E., pres. Napco Industries, Inc. since 1955. Pres. Federal Motor Truck Co., subsidiary of Napco. Born Salt Lake City, Utah, Jan. 13, 1908. Univ. of Minnesota. Entered automobile business in 1930 at Minneapolis as partner of Northwestern Auto Parts Co.

RAVIOLO, VICTOR G., with Ford Motor Co., eng. staff as spec. asst. to the vice pres.—engrg. and research. Born New York City, June 20, 1914. Entered automobile business in 1932 at Detroit as draftsman for Chrysler Corp.



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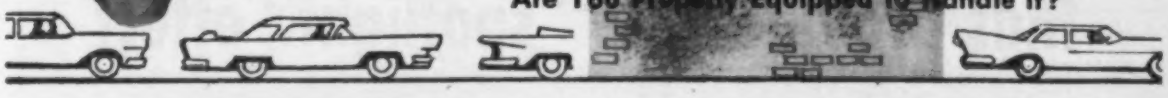

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AUTOMOTIVE NEWS FAMILY ALBUM

REILLY, EDWARD J., with Harrison Radiator Division, General Motors Corp. as general sales manager since 1952. Born Buffalo, N. Y., January 6, 1916.

REMINGTON, ALBERT F., with Foote, Cone and Belding since 1956 as account executive. Born Peoria, Ill. in 1916. Univ. of Neb. grad. Entered automobile business in 1947; joined Ford Motor Co. in 1949.

RENNER, JOHN E., gen. sales mgr. of Lincoln Engineering Co. since 1955. Born St. Louis, Mo., Sept. 19, 1911. St. Louis grade and high schools. Entered automobile business in 1934 at St. Louis with Lincoln Engineering Co., as sales trainee.

RICHARDSON, J. A., vice-pres. of Shure Mfg. Corp. Born St. Louis, Mo., June 13, 1907. Entered automobile business in 1933 at St. Louis as owner of Richardson Co.

RIGSBY, CARL C., gen. mgr. Packard Electric Div., General Motors Corp., since 1958. Born Frankton, Ind., Jan. 17, 1904. Purdue Univ., B.S. degree. Entered automobile business in 1926 at Anderson, Ind., as student engr. with Delco-Remy Div.

REINERT, W. A., with DeSoto Div. of Chrysler Corp. as mgr. volume planning since 1956. Born Lake Geneva, Wis., 1913. University of Wisconsin. Entered automobile industry in 1937 with Chrysler Corp. as statistician.

REMMEL, CHESTER H., sales mgr. of Amalie Div., L. Sonneborn Sons, Inc., since 1954. Born Cleveland, O., Feb. 6, 1913. John Marshall Coll. Entered automobile business in 1929 at Cleveland with Gardner Motor Car Distributor as parts clerk.

RICH, ELMER, with Simoniz Co. as chairman since 1952. Entered automobile business in 1910 at Chicago with Simoniz Co.

RIEDL, JULIUS, mgr. of Milwaukee body plant, American Motors Corp. since 1955. Born Feb. 23, 1907 in Gratz, Austria. Milwaukee Vocational School. Entered automobile industry in 1920.

RILEY, EDWARD, with General Motors Corp., as vice-pres. since 1942 and gen. mgr. Overseas Oper. div., since 1941. Born in Lawrence, Mass. Dartmouth Coll. Entered automobile business in 1917 with Hyatt Roller Bearing Co.

RILEY, R. A., pres. of World Bestos Corp., a division of Firestone Tire and Rubber Co. Born March 27, 1916. Providence Coll., B.A. degree. Entered automobile business in 1939 at Fall River with Firestone Tire and Rubber Co.

RITCHEY, C. M., dir. of adv. and merch. of Willys Motors, Inc., since 1958. Born Omaha, Neb., Oct. 20, 1910. Entered automobile business in 1946 with Packard Motor Co., joined Willys in 1953 as Kansas City zone mgr.

ROBERTSON, GORDON H., with Acme Quality Paints, Inc., as vice-pres. and gen. mgr. since 1944. Born Toronto, Ont., Oct. 1, 1901. Univ. of Toronto, B.A.Sc. Entered automobile business in 1926 at Cleveland with Sherwin-Williams Co., Cleveland, O., as chem.

ROBINS, THOMAS, JR., with Hewitt-Robins, Inc. as pres. 1935-1958; chmn. of board since 1958. Born New York City, Oct. 6, 1896. Groton School; Princeton, "War Degree." Entered rubber business in 1926 in Buffalo, N. Y., with Hewitt-Robins as asst. to pres. Dir. Amer. Synthetic Rubber Corp., Dir. Rubber Mfgrs. Assn.

ROBINSON, WILLIAM H., JR., marketing mgr. of Miniature Lamp Dept., General Electric Co., since 1955. Born Boston, Mass., Sept. 12, 1902. M.I.T., B.S., M.S. degrees. Entered automobile business in 1945 at Nela Park, O., as adv. mgr. with General Electric Co.

ROCHE, BURKE, B., pres. of Binks Mfg. Co. since 1949. Born Billings, Mont., Oct. 26, 1913. Loyola Univ., PhB. degree. DePaul Univ., LLB. degree.

ROCHE, JAMES M., with Cadillac as gen. mgr. since Jan., 1957. Born Elgin, Ill., Dec. 16, 1906. Entered automobile business in 1927 at Cadillac factory branch, Chicago.

In NEW G-E SUBURBAN Headlamps... it's the low beam filament on focus that provides the "spotlight" effect

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The standardization of headlamp numbers applies *only* to nomenclature, mechanical interchangeability and service location on a car—and are *not* indicative of lighting results achieved, beam characteristics, nor internal construction features of the lamps. *No other headlamp* at this time uses an on-focus filament for the low beam, even though other headlamps may bear the same lamp identification numbers.

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AUTOMOTIVE NEWS FAMILY ALBUM

ROCHE, JOHN P., with Roche, Rickerd & Cleary, Inc., as Chmn. of the bd. Born Aberdeen, S. D., 1889. Columbia Univ., A.B. degree. OAX, ΦBK frats.

ROMNEY, GEORGE, with American Motors Corp. since 1948, as pres. and chmn. since 1954. Born in Chihuahua, Mex., on July 8, 1907. LDS Univ., Univ. of Utah, George Washington Univ. Entered automobile business in 1939 at Detroit with A.M.A. as Detroit mgr.

ROTHMAN, EDWARD B., gen. adv. and sales prom. mgr., Ford Motor Co. Born Detroit, Mich. Graduate of Univ. of Penn. Entered automobile business in 1921 with Campbell-Ewald Co.

ROUSH, STANLEY J., Borg-Warner Corp., Chicago as group vice-pres., and with Morse Chain Co. as pres. and gen. mgr. since 1954. Born Pitsburgh, Pa., May 30, 1909. Carnegie Institute of Technology.

ROWE, NORMAN A., dir. of adv. Fruehauf Trailer Co. Born in London, Eng., March 9, 1911. Wayne Univ. Entered automobile business in 1928 at Detroit with Geo. Harrison Phelps, Inc., as publicity asst.

ROCKWELL, WALTER F., chmn. finance comm., Rockwell Mfg. Co., since Jan., 1957. Born in Boston, Mass., Oct. 30, 1899. Tufts College, B.S. and M.S. Entered automobile business in 1920 with Wisconsin Parts Co. as serv. engr.

ROPER, VAL J., mgr. prod. planning of Miniature Lamp Dept., General Electric Co., since 1955. Born Indianapolis, Ind., June 24, 1903. Purdue Univ., B.S.E.E. degree. Entered automobile business in 1925 at Nela Park, O., as lighting engr. with General Electric Co.

ROUBIE, KENNETH D., with J. W. Mortell Co. as Detroit Mgr. Born Watertown, N. Y., Oct. 3, 1910. Univ. of D., Clarkson Coll. of Tech., B.S., M.E. Entered automobile business in 1942 at Kankakee, Ill., with J. W. Mortell Co. as district mgr. Detroit.

ROW, EDGAR C., with Chrysler Corp. as first vice-pres. since 1958. Born St. Mary's, O., Jan. 10, 1896. Valparaiso Univ. Entered automobile business in 1916 with Dodge Bros. in planning department.

ROWOLD, HENRY, with Mack Trucks, Inc. as mgr. in charge of nat'l. and fleet sales. Born New York City, Sept. 16, 1900. High school. Entered automobile business in 1919 at New York with Mack Truck as secy.

ROCKWELL, WILLARD F., chmn. of the bd. of Rockwell-Standard Corp. Hon. Pres. and Life Dir. Automotive Old Timers, Inc., New York City. Born Boston March 31, 1888. MIT Coll. Entered automobile business in 1914 at Poughkeepsie with F.I.A.T. as engr.

RODGER, ROBERT M., chief engr. and dir. of prod., Chrysler and Imperial Div., Chrysler Corp. Born Hammond, N. Y., Oct. 14, 1917. Clarkson College of Tech., B.M.E. degree. Joined Chrysler Corp. in 1939 with Inst. of Engineering.

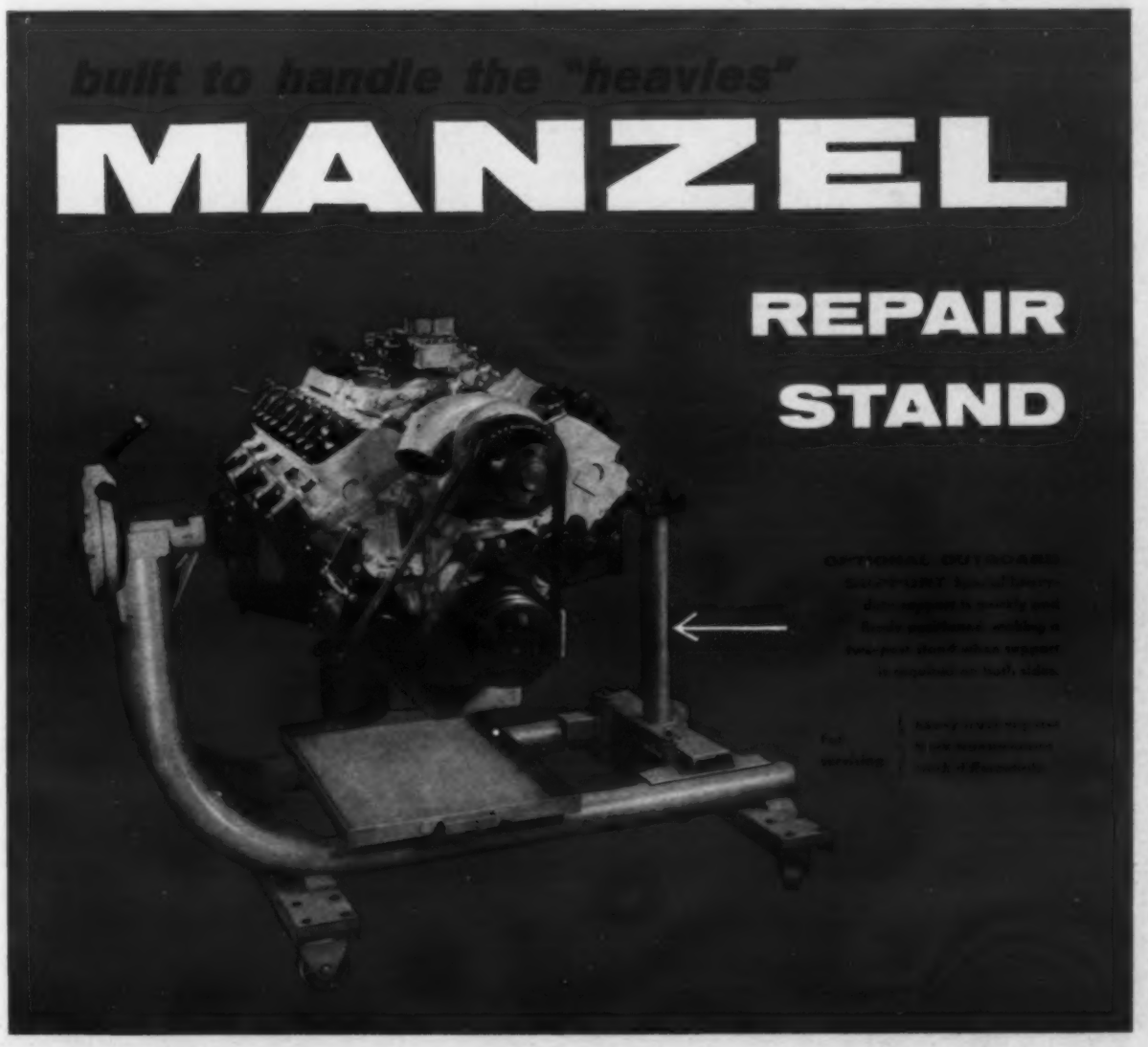
ROESCH, KARL A., with Autocar Div., The White Motor Co. as exec. vice-pres. since 1956. Born Cleveland, Ohio, 1903. B.A. Ohio State Univ. Entered automobile business in 1928 as salesman with White Motor Co.

ROGERS, GOODLOE H., with American Forging and Socket Co. since 1934, pres. and gen. mgr. since 1944. Univ. of Michigan Entered automobile business with Oakland Motor Car Co.

ROHRBACH, JOHN F. D., with Raybestos-Manhattan, Inc., as pres. since 1948. Born New York City July 18, 1889. N. Y. U., B.C.S. Entered automobile business in 1916 at Bridgeport, Conn., with Raybestos Co. as auditor and bus. consit.

ROLLERT, EDWARD D., gen. mgr. of Harrison Radiator Div., General Motors Corp., since 1955. Born Crete, Ill. Purdue University, M.E. degree. Entered automobile business in 1934 at Flint with A C Spark Plug Division.

ROLLIS, ROBERT T., gen. mfg. mgr. of Oldsmobile Div. since 1955. Born Stoughton, Wis., Dec. 15, 1911. Univ. of Wis., B.S. degree. Entered automobile business in 1935 with General Motors Corp. Transferred to Oldsmobile from Chevrolet in 1942.



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AUTOMOTIVE NEWS FAMILY ALBUM

ROY, GRANT, pres. of Official Products Co., Inc., since 1957. Born in Tenn., March 11, 1908. Univ. of Tenn. Entered automobile business in 1945 as factory rep.

RUDE, ALAN G., with Universal C.I.T. Credit Corp., as pres. Dir. of C. I. T. Financial Corp. Born Hawthorne, N. J., 1905. Dover Coll. of Commerce, New York Univ. Entered automobile business in 1925 with C. I. T. Corp. of New York.

SAFFORD, HERMON F., with Ohio Rubber Co., A Div. of The Eagle-Picher Co. as pres. since 1951. Dir. since 1949. Vice-pres. and Dir. of The Eagle-Picher Co. since 1953. Born Leominster, Mass., Aug. 19, 1894. Worcester Tech., M.I.T., B.S. Mech. Engrg. Entered automobile business in 1946 at Willoughby, O., with Ohio Rubber Co. as exec. vice-pres.

SALTARELLI, G. C., sen. vice-pres. of Houdaille Industries, Inc. since 1955. Born Brooklyn, N. Y., 1912. Univ. of Buffalo, B.S., LL.B. degrees. Entered automobile business in 1941 at Buffalo with Houdaille-Hershey Corp. as attorney.

SANDBERG, DELMER A., with Delco Radio Div., General Motors Corp., as sales mgr. since Jan., 1957. Born Chicago, Ill., July 8, 1907. Univ. of Illinois B. S. E. E. degree. Entered automobile business in 1935 with Crosley Radio Corp.

ROY, ROSS, pres. Ross Roy, Inc., national advertising agency, founded in 1926. Entered automobile business at Janesville, Wis., with Dodge as retail salesman.

RUMMEL, MARTIN F., purch. agent of Pontiac Motor Div. since 1946. Born Frankenmuth, Mich., July 31, 1904. Mich. State College. Entered automobile business in 1927 with Oakland Motor Car Co.

ST. AUBIN, MYRLE E., with General Motors Corp. as dir. of serv. sec. since 1944. Born Mt. Clemens, Mich., Oct. 10, 1904. Univ. of Mich., A.B., B.A. Entered automobile business in 1927 at Pontiac, Mich., with Oakland Motor Car Co. as parts and service rep.

SALVAGE, SEWARD T., gen. mgr. auto div. of The Timken Roller Bearing Co. since 1959. Born Newcomerstown, Ohio, July 9, 1910. Stetson Univ., B.S., M.E. degrees. Entered automobile business in 1933 at Canton as sales trainee with Timken Roller Bearing Co.

SANDERS, RUSSELL F., dir. of Engrg. and sales, Rochester Products Div., General Motors Corp., since 1957. Born Lansing, Mich., Aug. 30, 1907. Michigan State Univ., B.S.M.E. degree. Entered automobile business in 1923 at Lansing as apprentice with Reo Motor Co.

SATTLER, HERMAN P., asst. gen. sales mgr. for comm'l. and truck operations of Chevrolet Motor Div. since 1956. Born Fort Thomas, Ky., Aug. 10, 1906. Entered automobile business as commercial body rep. for Chevrolet in Charleston, W. Va., in 1929.

SAUNDERS, M. A., central div. sales mgr. of American Motors Corp. since 1957. Graduate of Det. Inst. of Tech. Entered automobile business in 1938 as secy. treas. and gen. mgr. of Dormont Buick Co., Pittsburgh.

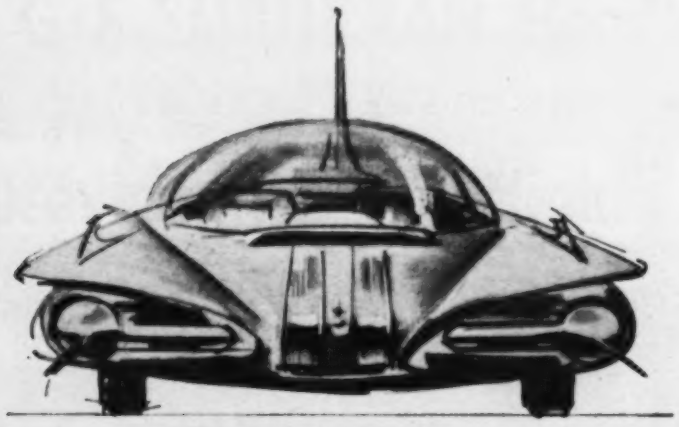
SCALES, CHARLES M., mgr. of product planning analysis for Plymouth Div., Chrysler Corp., since July, 1958. Born Oct. 26, 1923, Macon, Miss. Alabama Polyt. Inst. M.E. degree. Chrysler Inst. of Eng. Joined Plymouth Jan., 1955, as staff engr.

SCALES, RICHARD K., with Ethyl Corp. as gen. mgr., Research Lab., Detroit, since 1954. Born Newark, N. J., Aug. 12, 1906. Cornell, Ch.B. degree. Entered automobile business in 1929 at Detroit with Ethyl Corp. as research chem.

SCHACH, HARVEY E., with Midland Ross Corp., account exec., Owosso Power Brake Div. Born Cleveland, O., Apr. 15, 1901. East Tech. Entered automobile business in 1920 at Cleveland with Stearns Motor Co. as exp. engr.

SCHAEFER, HARRY W. mgr. of automotive dept. of John Bean Div., Food Machinery & Chemical Corp., since 1954. Born Davenport, Iowa, Dec. 15, 1915. Purdue Univ., B.S. degree. Entered automobile business in 1947 at South Bend as district sales mgr. of John Bean Div.

SCHAUPNER, J. P., merch. mgr. of Cadillac Motor Car Div. since 1958. Born Ann Arbor, Mich., 1912. Univ. of Mich., B. A. degree. Entered automobile business in 1937 with Cadillac Div.



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AUTOMOTIVE NEWS FAMILY ALBUM

SCHIPPER, J. EDWARD, owner, Schipper Assoc. Born Baltimore, Md. Grad. Webb Inst. of Naval Arch. and Marine Eng., B.S. Entered automobile industry at Detroit in 1928 as engrg. editor, Automotive Industries.

SEANOR, JOHN, dir. of sales of Kent-Moore Organization, Inc., since 1955. Born Greensburgh, Pa., Jan. 11, 1913. Northwestern Univ. Entered automobile business in 1937 at Chicago as serv. rep. for Alemite Div. of Stewart-Warner Corp.

SEEM, DONALD B., with Electric Auto-Lite Co. as vice-pres. and dir. of adv. since 1953. Born Starkey, N. Y., July 24, 1911. Univ. of Penn., A. B. Entered automobile business in 1947 at Toledo, O., with Electric Auto-Lite Co. as asst. adv. mgr.

SEIDEL, N. W., with Chrysler Corp. as dir. of fleet sales of gen. sales group since Nov., 1958. Born Elgin, Ill., 1898. Joined Chrysler Corp. in 1929.

SENNSTROM, HAROLD R., vice-pres. sales and engrg. of American Bosch Div. since Jan., 1958. Born Chicago, Ill., Jan. 14, 1912. Purdue Univ., B. S. degree. Entered automobile business in 1955 with American Bosch.

SCHMIDT, ERNEST R., app. vice-pres., chge. of mfg. of Budd Co., Jan. 1, 1951. Exec. vice-pres. since Jan., 1955. Born Philadelphia, Pa., Nov. 12, 1895. Temple Univ. Entered automobile business in 1917 with Budd Co. as timekeeper.

SEATON, MORGAN J., sales prom. mgr., Oldsmobile Div. Joined GM in 1930 and Oldsmobile in 1933 in sales prom. dept. Born in Detroit, Apr. 22, 1909. Educated Detroit public schools.

SEIBERLING, J. P. with Seiberling Rubber Co. as pres. since 1938. Chmn. of bd. since 1950. Born Akron, O., July 3, 1898. Princeton Univ., B.S. 1921; Univ. of Michigan Law Schl., LL.B. 1927. Entered automobile business in 1922 at Akron with Seiberling Rubber Co. as salesman.

SEIDEL, ROBERT K., with American Motors Corp. as American Motors Parts Div. mgr., since 1954. Born Linton, Ind., Dec. 18, 1902. Indiana Univ. Entered automobile business in 1922 at Indianapolis, Ind., with Nash Motors Co. Dist. as serv. mgr.

SEYFFER, CHARLES J., with Ford Division, Ford Motor Company, as mgr. dealer relations, since 1953. Entered automobile business in 1914 at New York with Ford Motor Company as district sales manager.

SCHNURR, MARTIN K., pres. Stainless and Strip Div. Jones and Laughlin Steel Corp., since 1949. Born Baton Rouge, La., 1898. Columbia Univ., John Hopkins Univ. Entered steel business in 1931 at New York as secy.-treas. with Rustless Iron and Steel Corp.

SCHREINER, LEO R., gen. mgr. of Ternstedt Div., General Motors Corp. since 1952. Entered automobile business in 1923 at Detroit as die maker with Ternstedt Div.

SCHUHLE, FRANK F., adv. mgr. of Miniature Lamp Dept., General Electric Co. Born Brooklyn, N. Y., Oct. 30, 1903. Lehigh Univ., B.S. degree. Entered automobile business in 1929 at Harrison, N. J., in sales prom. with Edison Lamp Works.

SCHUMACHER, WILLIAM C., with International Harvester Co as exec. vice-pres. and dir. since Nov., 1957. Born White Plains, N. Y., Feb. 27, 1898. Entered automobile business in 1917 at Jacksonville, Fla., with International Harvester Co.

SCOTT, WILL, mgr. of prod. planning office, Ford Div., since 1956. Univ. of Mich., B.A., M.B.A. degrees. Entered automobile business in 1948 as financial analyst with Ford Motor Co.

SCULL, WILLIAM W., vice-pres. mfg. of the B. F. Goodrich Co. since Jan., 1958. Cornell Univ., M. E. degree. Entered automobile business with B. F. Goodrich Co.

SCULLY, FRANK P., with Scully Signal Co. as pres. since 1936. Born Boston, Mass., March 7, 1894. Mass. Inst. Tech., B.S., 1915. Entered automobile business in 1919 at Buffalo with Houdaille Co. as treas.

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Division of General Motors, Dayton, Ohio

AUTOMOTIVE NEWS FAMILY ALBUM

SHAW, EUGENE F., dir. of adm. Chrysler Corp. since 1956. Formerly asst. sales mgr.-organ., Dodge Div. Born New York, New York, July 5, 1910. Univ. of Detroit. Entered automobile business in 1933 as assembly line worker for Dodge.

SHIRLEY, C. H., with United States Rubber Co. as advertising manager, tire division. Born Newark, N. J., on Sept. 9, 1909. Colgate Univ., A. B. Entered rubber business in 1944 at New York with U. S. Tires, U. S. Rubber Co., as adv. asst.

SHUSTER, HENRY L., with Chrysler Corp. as midwestern area dir. of field operations — gen. sales, since Nov. 1, 1956. Born July 3, 1918, in Philadelphia, Pa. Ursinus College. Joined Chrysler Corp. in 1947 as DeSoto dist. mgr. in Wilkes-Barre, Pa.

SINGER, RUSSELL E., with American Automobile Assn. as exec. vice-pres. since 1936. Entered American Automobile Assn. in 1924 in Washington, D. C., as asst. secy.

SIVERTS, HANS M., gen. sales mgr. of Ramsey Corp., Service Div. Born North Dakota, 1918. Entered automobile business in 1936 at Bismarck, N. D., with Fleck Motor Sales.

SHIELDS, JOHN H., with Superior Coach Corp., Lima, O., as pres. since 1948. Born Cridersville. Entered automobile business in 1925 at Lima, O., with Superior Coach Corp. as time study mgr.

SHUGG, RICHARD L., JR., with Dodge as Sales Promotion Manager-Cars since June, 1956. Born Cincinnati, Ohio, March 15, 1922. Entered auto business in 1947 as special equipment engineer at the Dodge Truck Plant.

SIMONS, WALTER J., treas. of Chrysler Corp. since May, 1955. Born New York, N. Y., Oct. 20, 1912. Univ. of Mich., Detroit College of Law. Joined Chrysler Corp. in 1943.

SINGER, WAYNE M., with Associates Investment Co. as vice-pres. since Aug., 1958. Born Gambier, Ohio, Nov. 8, 1908. Kenyon College, PhB. degree. Entered automobile business in 1930 at Akron with Associates Investment Co.

SJOBERG, ROY H., vice-pres., dir. of sales of Divco Truck Div., Divco-Wayne Works, Inc. Born Badger, Minn., Sept. 17, 1904. Univ. of Minn., B.S.E.E. degree. Entered automobile business in 1938 at Philadelphia and New York as sales engr. at A.C.F. Brill Motor Co.

SKILLMAN, SYDNEY A., vice-pres. and gen. sales mgr. of Studebaker-Packard Corp. Elected to board of dir. in 1957. Entered automobile business in 1927 at Philadelphia in sales prom. at Studebaker Corp.

SKINNER, SHERROD E., vice-pres. GM Corp. since 1942, now in charge of the accessories div. group. Born in New Britain, Conn., in 1896. Rensselaer Poly. Inst. Mech. Eng. Entered automobile business in 1930 at Detroit, Mich., with General Motors Corp. as chief engr., Ternstedt div.

SLOAN, ALFRED P., JR., with General Motors as honorary chmn. of bd. Born in New Haven, Conn., in 1875. Mass. Inst. Tech. B.S. in elec. engr. Entered automobile business in 1895 at Newark, N. J. with Hyatt Roller Bearing Co. as draftsman. With GM since 1918.

SMITH, CHARLES J., with Monroe Auto Equipment Co. as dir. vice-pres. in charge of engrg. since 1945. Born in Sharon, Pa., in 1908. General Motors Inst. of Tech. Entered automobile business in 1930 at Detroit with Packard Motor Car Co. as exp. mech.

SMITH, CLARENCE A., sales mgr. of Detroit Transmission Div., General Motors Corp., since 1952. Born Alexandria, Ont., Sept. 3, 1898. Entered automobile business in 1923 at Detroit as asst. retail serv. mgr. with Oldsmobile Div.

SMITH, D. NEVIN, vice-pres., The Electric Storage Battery Co., Auto Div., Jordan Electric Products Div., Diversification. Born Red Lion, Pa., 1909. Lafayette College, B.S. degree. Entered automobile battery business in 1943 at Philadelphia with The Electric Storage Battery Co.

SMITH, GUY C., with Brooks, Smith, French & Dorrance, Inc., as secy-treas. 1917-1958. Chmn. of the board since 1958. Born Fall River, Kans., Oct. 11, 1890. Univ. of Kansas. Entered automobile business in 1919 in Detroit.

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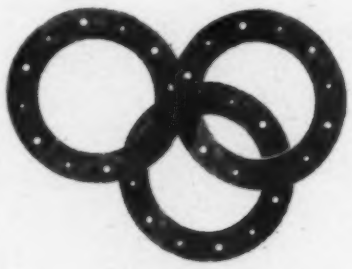

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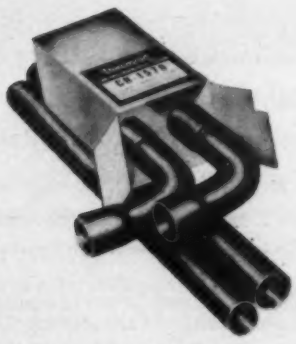

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AUTOMOTIVE NEWS FAMILY ALBUM

SMITH, HERBERT D., gen. sales mgr. of U. S. Tires Div., U. S. Rubber Co., since 1958. Born Piedmont, Calif., March 31, 1914. Yale Univ. Entered rubber business in 1946 with U. S. Rubber Co. as salesman.

SOMERVILLE, R C., with Chrysler Corp. as asst. to vice-pres. for dealer rel. since 1956. Born Decatur, Ill., Aug. 31, 1896. Chrysler Cont. of Business Management and Alexander Hamilton Inst. Entered automobile business in 1913 at Detroit, Mich., with Hudson Motor Car Co. as stock clerk.

SPAULDING, GEORGE E., dir. of research, The Electric Auto-Lite Co. Born Toledo, Ohio, Aug. 19, 1920. U. S. Naval Academy grad. Entered automobile business in 1948 with Auto-Lite.

SPENCER, GORDON Z., with Trico Products Corp. as sales-serv. mgr., replacement parts div. Born Buffalo, N.Y., Colgate Coll., A.B., Entered automobile business in 1928 at Buffalo, N. Y., with Trico Products Corp. as serv. mgr.

SPICER, DONALD H., vice-pres. of Ferry Cap and Set Screw Co. since 1957. Born New York, N. Y., Apr. 30, 1907. Case Inst. of Tech., B.S., M.E. degrees. Entered automobile business in 1929 at Manville, N. J. as research engr. with Johns-Manville Corp.

SMITH, J. THOMAS, with Detroit Harvester Co. as pres. since 1951. Born Arapaho, Okla., Nov. 19, 1905. Stetson U., LL.B. Entered automobile business in 1947 at Detroit with Detroit Harvester Co. as vice-pres. & gen. counsel.

SPATTA, GEORGE, with Clark Equipment Co. as pres. since 1945. Born New York City. Entered automobile business in 1927 with Clark Equipment Co. as production engineer.

SPEAKER, JOHN W., with J. W. Speaker Corp. as pres. founder and gen. mgr. since 1935. Born Vienna, Aus., June 25, 1903. Entered automobile business in 1935 at Milwaukee with J. W. Speaker Corp.

SPENCER, W. M., with Dodge as dir. of serv. since Apr., 1955. Joined Dodge as customer service rep. in 1935. Born Garland, Kans. Entered auto business in 1922 as mechanic for a Dodge dealer.

SPLITSTONE, JACK, asst. gen. mgr. of The Timken Roller Bearing Co. since 1958. Born East Orange, N. J., Oct. 1, 1915. Case Inst. of Tech., B.S. degree. Entered automobile business in 1940 at Detroit as field engr. with Timken Roller Bearing Co.

SMITH, JAMES H., gen. mgr. of Central Foundry Div., General Motors Corp., since 1946. Born Jackson, Mich., March 26, 1896. Entered automobile business in 1915 at Flint as timekeeper with Buick Motor Div.

SMITH, LLOYD B., president of A. O. Smith Corp. since 1951. Born Milwaukee, Wisc. Oct. 13, 1920. Yale Univ. Entered automobile business in 1942 at Milwaukee on special assignments, A. O. Smith Corp.

SMITH, M. H., gen. sales mgr., replacement sales of The Electric Auto-Lite Co., since 1955. Born Oxford, Neb. Sept. 23, 1912. Neb. Wesleyan Univ. Entered automobile business in 1935 with parts jobber; joined Auto-Lite as territory rep. in 1939.

SMITH, RANDALL D., pres. of the Firestone Industrial Products Co., Noblesville, Ind., since 1958. Born Feb. 13, 1908, Madison, Ill. Graduate of Univ. of Ill., B.S. in civil engrg. Entered the rubber business in Akron in 1929 with the Firestone Tire & Rubber Co.

SNYDER, RAYMOND A., with Sealed Power Corp. as sales mgr., Original Equipt. Div., since 1948. Born Glenshaw, Pa., on Jan. 24, 1903. Entered automobile business in 1923 at Muskegon, Mich., with Sealed Power Corp. as production engineer.

SOELCH, JOHN, with Studebaker-Packard Corp. as dir. of purch. since 1949. Born South Bend, Ind., on Jan. 29, 1900. South Bend Business Coll. Entered automobile business in 1924 with Studebaker Corp.

SOHNGEN, LOUIS C., with The Las-Stik Mfg. Co. as pres. Born Hamilton, Ohio, Jan. 12, 1894. Univ. of Pa. Founded present business in 1915.

Rx Sure cure for bulky parts storage headaches "Loc" Lyon

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You can arrange these Lyon units in dozens of ways to accommodate your long or bulky parts which normally defy convenient storage. Bulky parts shelves are easily installed in regular Lyon Steel Shelving, 12", 18" and 24" depths. Patented clip and stud design permits speedy shelf adjustment and rearrangement without tools. Divider rods are instantly adjustable and are locked into place by sliding front cover channel. Units have baked-on enamel finish—in Lyon green or gray.

12" deep bulky parts shelves also can be used in Lyon Sliding Shelf Shelving—just slide them into place. Perfect storage for light trim, moulding and similar long parts.

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STEEL EQUIPMENT
FOR AUTOMOBILE DEALERS

LYON METAL PRODUCTS, INC. • 490 Monroe Ave., Aurora, Ill.

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COMPANY_____

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AUTOMOTIVE NEWS FAMILY ALBUM

STAHL, HAROLD E., sales mgr. of Rochester Products Div., General Motors Corp., since 1957. Born Dayton, O., Apr. 21, 1926. Miami Univ., B. S. degree. Entered automobile business in 1949 at Rochester as serv. engr. with Rochester Products Div.

STANSBERRY, WARREN, with Anzick Manufacturing Company as partner. Born West Fork, Arkansas, July 17, 1907. Entered automobile business in 1927 with Dodge Bros. With the Budd Company 1928-1948.

STEADMAN, HARVEY S., pres. of Liquid Glaze, Inc., since 1957. Born Jacksonville, Ill. Univ. of Wis. Entered automobile business in 1926 at Lansing in tire and accesory business.

STEDING, H. R., with Chrysler Corp. as exec. engr. - product programming since Jan. 1957. Born April 2, 1918, Kansas City, Mo. Univ. of Mich. Entered automotive business with the Chrysler Inst. of Engrg. in 1940., master's degree in auto engrg. in 1942.

STEPHENSON, J. O., pres. Stephenson Industries, Inc., formerly J. O. Stephenson Foundry & Manufacturing Co. Born Orleans, Ind., July 7, 1910. Purdue and Ind. Univ. Entered automobile business in 1937 at Detroit.

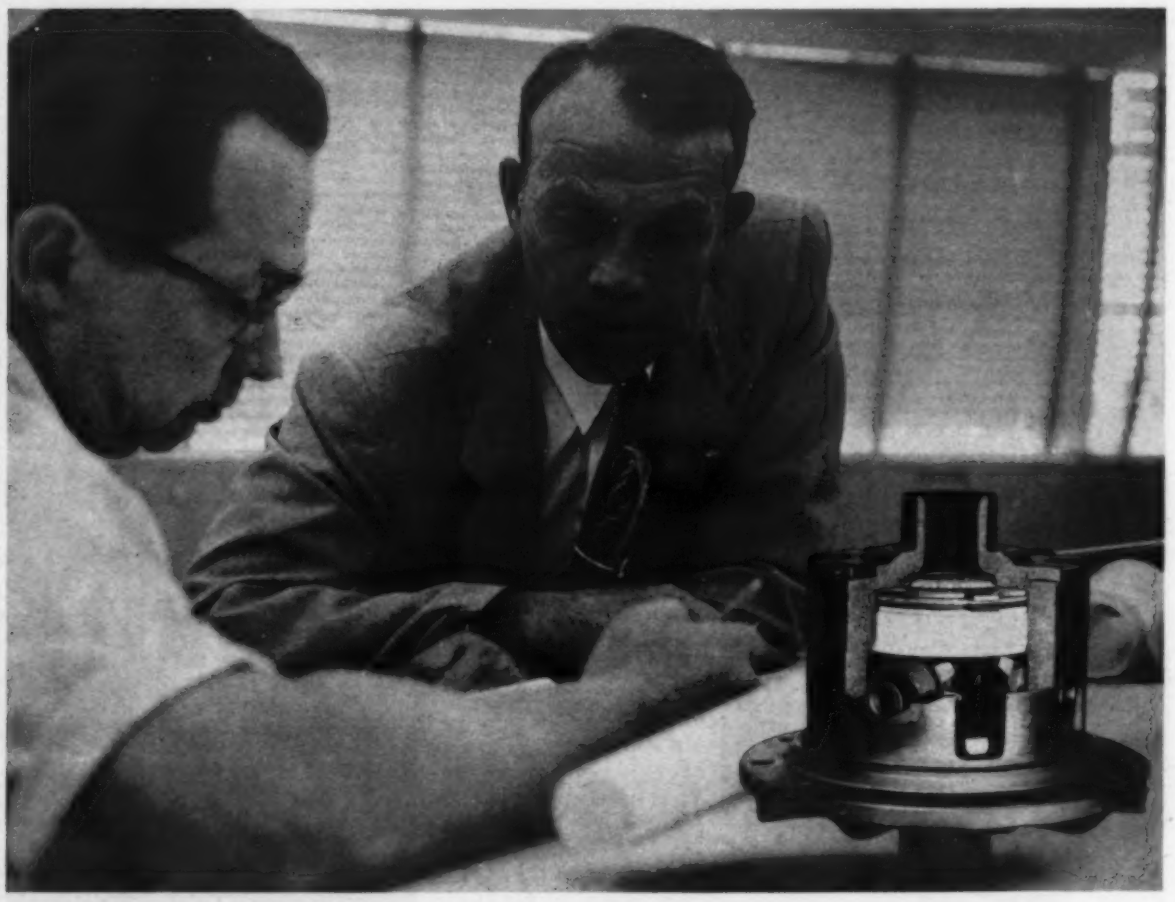
STALEY, KENNETH E., with Chevrolet Div. of GM Corp. as exec. asst. gen. sales mgr. since 1956. Born Western, Neb. Univ. of Neb. Entered automobile business in 1926 as retail salesmen and joined Chevrolet in 1929 as dis. rep. at Omaha office.

STARR, BUEL E., with Pontiac Motor Div. as gen. mfg. mgr. since 1947. Born Aug. 5, 1899. Entered automobile business in 1927 with Pontiac.

STECKLING, ARNOLD W., mgr. of engrg. of Plymouth Div., Chrysler Corp., since July, 1958. Born Laurel, Nebr., Aug. 7, 1910. Univ. of Nebr. Joined Chrysler Corp. in 1936 as grad. student in Chrysler Institute of Engr.

STELZL, HOWARD M., with Delco Radio Div., General Motors Corp., as dir. sales and engrg. since January, 1957. Born Dayton, Ohio, Feb. 14, 1911. Univ. of Dayton, B.S.E.E. degree. Entered automobile business in 1937 at Kokomo, Ind., with Delco Radio Div. as engr.

STEVENS, BYRON F., Chmn. of the bd. of Hanson and Stevens, Inc., Chicago, Ill. Born in Chicago, Ill., March 26, 1903. Northwestern Univ., B.S. degree. Entered automotive advertising business in 1932 at Chicago with Van Auken, Ragland, Inc., as copywriter.



STEVENS, L. W., dir. of dealer development of American Motors Corp. since 1956. Born Chicago, Feb. 17, 1904. Bryant & Stratton Business Coll., Wichita Sales Training Coll. Entered automobile business in 1926 with National Bond and Investment Co.

STEVENSON, ROBERT, chief engr.-prod. engrg. office, engine and foundry, Ford Motor Co., since 1957. Born Belfast, Ireland, Aug. 27, 1914. Entered automobile business in 1934 as draftsman - designer with Ford Motor Co.

STEWART, L. E., Midwestern Div. sales mgr. of Nash Motors Div., American Motors Corp., since 1956. Born Macomb, Ill., Jan. 5, 1912. Univ. of Ill. Entered automobile business with Nash in 1946 as dist. mgr. in Chicago zone.

STODDARD, HARRY G., with Wyman - Gordon Co. as chairman of the board since 1955. Entered automobile business in 1911 at Worcester, with Wyman - Gordon Co. as vice - pres. and gen. sales mgr.

STODDARD, ROBERT W., pres. of Wyman-Gordon Co. since 1955. Born Trenton, N. J. Jan. 22, 1906. Yale, PhB degree, Worcester Polytechnic Institute, hon. Dr. eng. Entered automobile business in 1929 at Worcester as lab. asst. at Wyman-Gordon Co.

STOESSEL, RUDOLPH R., with Coachcraft Sales Corp. as president since 1952; with Coachcraft, Ltd. as secretary - treasurer since 1940, pres. in 1957. Born Germany, Apr. 17, 1907. Master Craftsman, Germany, 1922. Entered automobile business in 1922 in Germany with Auer Karvesorie as woodworker.

STOLL, GEORGE E., with Bendix Prod. Div., Bendix Aviation Corp.; vice - pres. and group exec.; elected director, Bendix Aviation Corp., in 1950. Born Lexington, Ky., Nov. 2, 1906. Gulf Coast Mil. Acad., Goshen Coll. Entered automobile business in 1926 at Goshen, Ind., with Engman Co. as foreman of plating depts.

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AUTOMOTIVE NEWS FAMILY ALBUM

STONER, SETH H., gen. mgr. of New Departure Div., General Motors Corp., since July, 1957. Born Decatur, Ill., June 13, 1907. Purdue Univ., M.E. degree. Entered automobile business in 1929 as junior engr. with GM Research Laboratories Div.

STRADELLA, CHARLES G., with General Motors Acceptance Corp. as pres. since 1954. Born North Tonawanda, N. Y., Jan. 29, 1898. Yale Univ., A.B. degree. Entered automobile business in 1919 at New York with General Motors Acceptance Corp.

STRANAHAN, ROBERT A., JR., pres. of Champion Spark Plug Co., since 1954. Born Toledo, O., Jan. 16, 1915. Entered automobile business in 1935 at Toledo with Champion Spark Plug Co.

STRICKLAND, SILAS A., with Bower Roller Bearing Co. as pres., 1932-1955, vice-chairman of the board of Federal-Mogul-Bower Bearings, Inc. since 1955. Born New Haven, Conn. Entered automobile business in 1910 in Detroit with Packard as engineer.

STROKER, ROBERT M., sales mgr. of Collins and Aikman Corp. since 1951. Born Ridgewood, N. J., Sept. 22, 1920. Univ. of Va., B.S. degree. Entered automobile business in 1941 at New York as sales mgr. with Collins and Aikman Corp.

STOVER, G. H., Chrysler Corp. as dir. prod. control, car and truck assembly group. Joined Dodge in 1945 as adm. asst. to the prod. sup. Born Aug. 27, 1909, South Bend, Ind. Entered auto business in 1932 in Planning Dept., Chrysler Div.

STRANAHAN, R. A., SR., chmn of the bd. of Champion Spark Plug Co., since 1954. Founder and Pres. 1910-1954. Born Buffalo, N. Y., July 7, 1886. Harvard, A.B., 1908.

STRICKLAND, RUSSELL S., vice-pres., gen. mgr. Bearings Divs., Federal-Mogul-Bower Bearings, Inc. Born Detroit, Mich., 1917. Univ. of Mich. Entered automobile business in 1939 with Bower Roller Bearing Co.

STRNAD, JAMES J., with Lempco Industrial, Inc. as president and chmn. Born 1925. Massachusetts Institute of Technology, B.S.E. degree. University School. Entered automobile business in 1946 at Bedford, Ohio, with Lempco Products, Inc. as chief engineer.

STROUSE, NORMAN H., pres. of J. Walter Thompson Co., New York since 1955. Born Olympia, Wash., Nov. 4, 1906. Entered automobile business in 1945 at Detroit with J. Walter Thompson Co. as account rep.

SUSLAVICH, FRANK J., with Chrysler Corp. as southern area dir., gen. sales office, since 1957. Born Hudson, Mass., 1916. Entered automobile business in 1944 with General Motors Corp. in central sales section.

SUTHERLEN, V. H., gen. sales mgr. of Oldsmobile Div. since 1956. Born Fullerton, Calif., Oct. 2, 1914. Univ. of Calif. Entered automobile business in 1936 at Los Angeles with Oldsmobile Div.

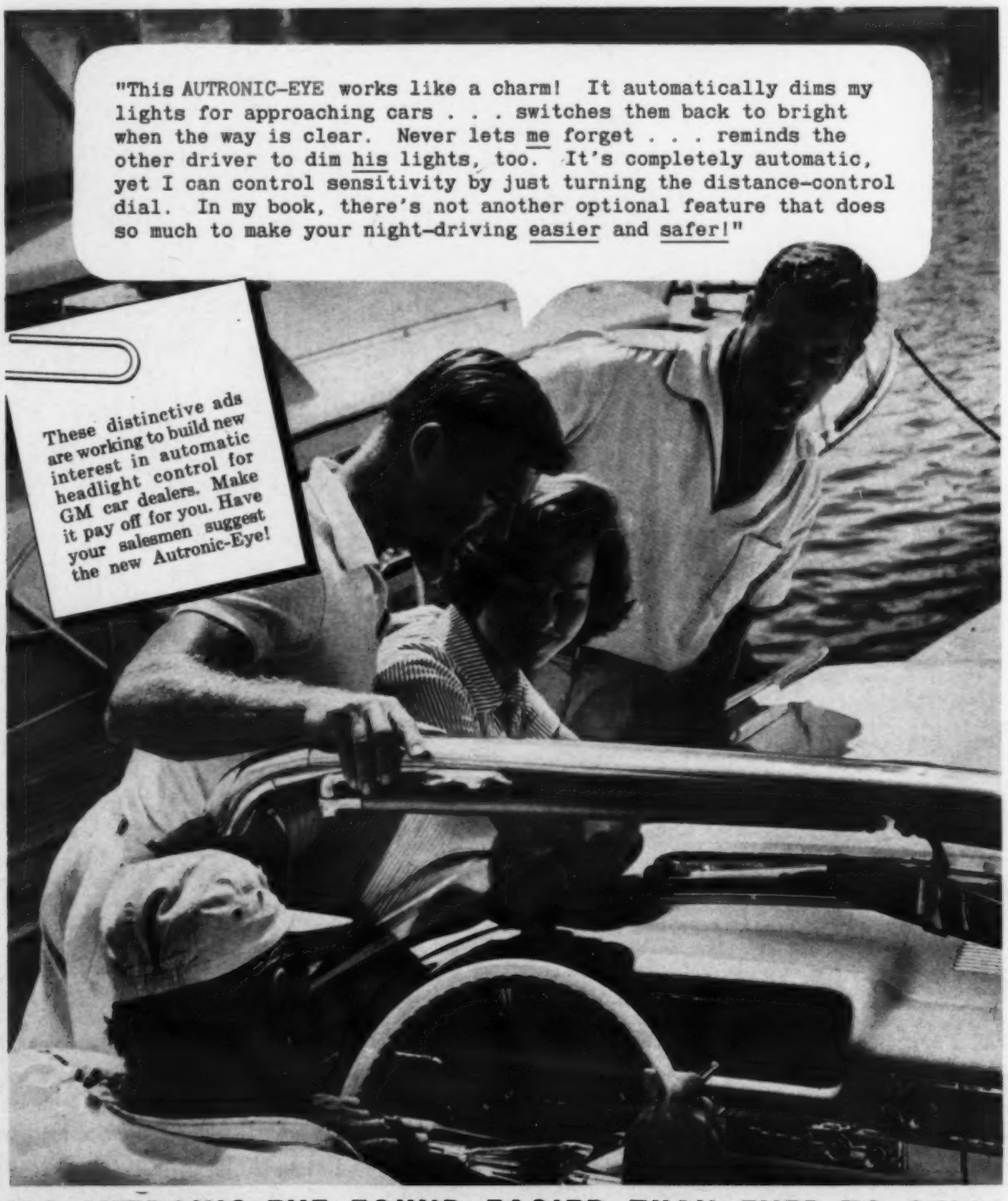
SUTTER, FREDERICK M., pres. of National Automobile Dealers Assoc., 1957; pres. F. M. Sutter, Inc. Born Pittsburgh, Penn., June 24, 1897. Univ. of Mich., A.B. degree. Entered automobile business in 1920 at Detroit in sales distr. dept. of Dodge Bros.

SWAIN, ROBERT O., with International Road Federation as exec. dir. since 1948. Born Clinton, Conn. Entered highway transportation field in 1933 with the Texas Highway Dept.

SWAN, HARRY L., adv. and sales prom. mgr.—Lincoln, M-E-L Div., Ford Motor Co., since Feb., 1957. Born Detroit, Mich. Univ. of Mich. grad. Entered automobile business in 1939 at Detroit as copy writer with Campbell-Ewald Co.

SWOYER, LEONARD F., gen. sales mgr. of New Departure Div., General Motors Corp., since Oct., 1958. Born Dunkirk, N. Y., Sept. 1, 1922. Notre Dame Univ., M.E. degree. Entered automobile business in 1947 at Bristol as sales engr. with New Departure Div.

TAEGER, KELSO M., vice-pres. and media dir. of McCann-Erickson, Inc., since 1958. Born in Canada, Aug. 2, 1907. Entered automobile business in 1927 at Detroit with C. C. Winningham, Inc.



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AUTOMOTIVE NEWS FAMILY ALBUM

TARGETT, G. RUSSELL, exec. vice-pres. of Muskegon Piston Ring Co. since Dec., 1957. Vice-pres. and treas. since 1956. Born in Indiana, 1903, Bowling Green Bus. Univ. Entered automobile business in 1923 as acct. with Studebaker Corp.

TEETOR, HERMAN C., with Perfect Circle as vice-pres. since 1957. Born Hagerstown, Ind., 1905. High school. Univ. of Illinois, A.B. Entered automobile business in 1927 with Perfect Circle, handling special assignments in sales.

TEETOR, RALPH R., with Perfect Circle as pres. 1946-1957. Dir. since 1957. Born Hagerstown, Ind., Aug. 17 1890. Univ. of Pa. B.S. in M.E. Entered automobile business in 1913 in Hagerstown, Ind., with Light Inspection Car Co. as mfr. of engines and piston rings.

TERRY, M. B., Pres., American Brakeblok Div., American Brake Shoe Co. dir. Dominion Brake Shoe Co., Ltd., Societe Anonyme Fadil, Brake Shoe de Mexico, S. A. Born Brooklyn, N. Y. Nov. 20, 1905. Entered automotive parts business, New York City, 1926.

THOMAS, EDWIN J., with Goodyear Tire 1916, became pres. in 1940, chief exec. officer in 1956, and chmn. of board in Oct., 1958. Born Akron, O., Apr. 27 1899. Akron University.

TAYLOR, DONALD F., gen. mfg. mgr. of Buick Motor Div. since Aug., 1957. Born Flint, Mich., Apr. 5, 1912. GM Institute. Entered automobile business in 1935 at Flint in the Buick inspection dept.

TEETOR, LOTHAIR, with Perfect Circle as chmn. of board 1946-1957. Dir. since 1957. Asst. Secy. of Commerce Domestic Affairs Oct. 6, 1953 to Nov. 25, 1955. Born Hagerstown, Ind., 1897. Pomona Coll., Univ. of Wisconsin, Phi Delta Theta fraternity. Entered automobile parts business in 1920 at Hagerstown with present company.

TELFORD, ROBERT J., vice-president and gen. manager of Fruehauf Trailer Co. of Canada, Ltd., since 1955. Born Belfast, Ireland, June 29, 1902. High school. Entered automobile business in 1921 with General Motors at Oshawa as export insp.

THOMAS, DAVID O., with Bendix-Westinghouse Auto Air Brake Co. as president 1942-1957; chmn. of the board since 1957. Born Johnston, Pa., Nov. 22, 1882. High school. Entered automobile business in 1909 at Sharon, Pa., with Driggs-Seabury Ordnance Corp. as shop clerk.

THOMAS, JOSEPH, with The Firestone Tire & Rubber Co. as vice-pres. since 1958 and secy. and gen. counsel since 1947. Born in Akron O., Jan. 29, 1893. Univ. of Akron, Ph.B. degree, and Ohio State Univ. Law School, LL.B. Entered rubber business in Akron in 1943 with The Firestone Tire & Rubber Co.

TAYLOR, ELLIOTT, with Pacific Finance Corp. as vice-president since March 1954. Born Chicago, Ill., Aug. 8, 1912. Harvard A.B. Entered automobile business in 1934 in Boston, Mass., with International Harvester Co. (Truck Div.) as advertising man.

TAYLOR, HANLEY, Partner, Carlife Guaranty Co., pres. Taylors' Motor Sales, Inc. Born Detroit, Mich., Oct. 31, 1909. Univ. of Detroit. Entered automobile business in 1930 at Detroit as vice-pres. of G. M. Taylor, Inc.

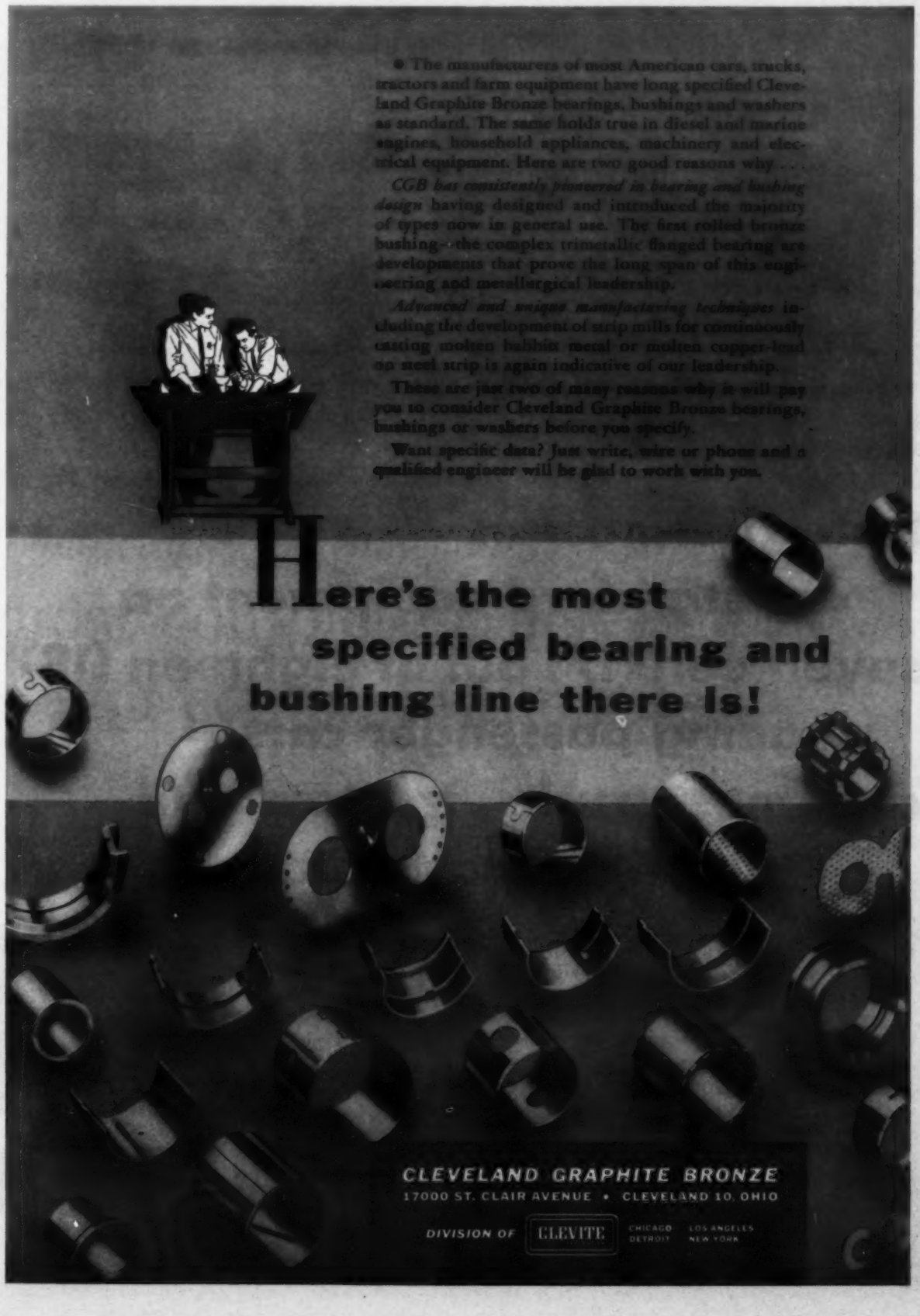
TAYLOR, HAROLD M., with Firestone Tire & Rubber Co. as vice-pres., mfrs. sales since Jan. 1953. Born Denver, Colo., 1895. Public business college. Entered automobile business in 1915 at Detroit.

TAYLOR, REESE H., with Union Oil Co. of Calif. as chmn. of the board since 1956. Born Los Angeles, Calif., July 6, 1900. Public schools, Cornell Univ., Univ. of Calif. Entered steel business in 1922 with Llewellyn Iron Works.

TAYLOR, SYDNEY W., vice-president in chge. of engineering, Willys-Overland Export Corp. Born Batumi, Russia, 1906. Entered automobile business in 1947 as general manager of the Kaiser-Frazer Dowagiac Foundry Division.

TEETOR, DANIEL C., with Perfect Circle since 1928. Vice-pres. since 1943. Born Indianapolis, Ind., 1884. Entered automobile business in 1903 with Marion Motor Car Co. as car tester, contest driver and traveling trouble-shooter.

TEETOR, DON H., with Perfect Circle as chmn. of the board. Born Hagerstown, Ind., 1903. Pomona Coll., Univ. of Illinois, A.B. degree. Entered automobile business in 1926 at Hagerstown with Perfect Circle in inventory dept.



AUTOMOTIVE NEWS FAMILY ALBUM

THOMPSON, IRVINE W., asst. gen. sales mgr. of Chevrolet Div. parts and acces., merchandising and warehousing. Born Baltimore Md., May 29, 1899. One year college. Entered automobile business in 1919 in Baltimore, Md., with Chevrolet Motor Div. as mechanic.

THOMPSON, ROSS E., asst. sales mgr. of Pontiac Motor Div. since 1955. Born Ashland, Neb., July 15, 1908. Entered automobile business in 1930 with General Motors Corp.

THORESON, W. H., dir. of automotive export of American Motors Corp. since 1956. Born in Norway, June 23, 1900. General Motors Institute in Norway and New York University. Entered automobile business in 1919 in Norway with Buick Motor Div.

TILLINGHAST, C. M., gen. parts and serv. mgr. of American Motors Corp., since 1955. Born Fayetteville, N. C. Sept. 14, 1914. Entered automobile business in 1934 as parts mgr. of M & O Chevrolet Co., Fayetteville, N. C.

TISCORNIA, JAME W., with Auto Specialties Mfg. Co. as president and general mgr. since 1908. Born San Andreas, Calif., Nov. 16, 1885. Entered automobile business in 190 at Chicago with Auto Specialties Mfg. Co. as co-founder.

THOMPSON, JULES, west coast adv. rep. of Automotive News since July, 1958. Born Henryetta, Okla., Dec. 31, 1922. Univ. of Okla., B.A. degree. Entered automobile business in 1958 with Automotive News.

THOMSON, A. C., with Dodge as adv. mgr. since April, 1956. Joined Dodge in July, 1955 as Co-op Advertising Manager. Born July 13, 1925, Cadillac, Mich. Entered auto business in 1950 as Asst. Media Sup. with Kenyon and Eckhardt, Inc.

THOURLBY, W. H., vice-president of sales of Standard Products. Entered automobile business in 1939 as Washington representative of Standard Products Company.

TIMPY, JACK J., vice-pres. of American Motors Corp. since 1954. Born Ludington, Mich., Jan. 4, 1897. LaSalle Extension Univ. Joined Kelvinator Corp. in 1922 in accounting dept. Named comptroller in 1922.

TISCORNIA, WALDO V., with Auto Specialties Mfg. Co. as exec. vice-pres. and asst. gen. mgr. since 1917. Born San Andraes, Calif., March 25, 1892. Entered automobile business in 1917 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as asst. gen. mgr.

TODD, WILLIAM B., pres. of Sponge Prod. Div. of the B. F. Goodrich Co. since Aug., 1957. Dartmouth College. Entered automobile business in 1923 with Sponge Rubber Products Company.

TODGHAM, RON W., with Chrysler Corp. as pres. of Chrysler of Canada, Ltd., since July, 1956. Born in Toronto, Ont., Sept. 3, 1910. B.A., Univ. of Mich. Entered automotive field as member of Dodge-DeSoto sales div.

TOMLINSON, EMMETT F., with The B. F. Goodrich Tire Co., a div. of The B. F. Goodrich Co., as pres. since 1956. Born Newark, O., March 14, 1906. Ohio State Univ. Entered automobile business in 1927 at Akron with The B. F. Goodrich Co. as salesman.

TOMLINSON, W. L., with Pittsburgh Plate Glass Co. as mgr. auto. sales, glass div. since 1949. Born Oakmont, Pennsylvania, Sept. 17, 1907. Carnegie Institute of Technology. Entered automobile business in 1928 with Pittsburgh Plate Glass Company.

TOMPKINS, S. J., chief engr. and dir. of prod. trucks of Dodge Div., Chrysler Corp., since Dec., 1955. Born Ravena, N. Y., Oct. 23, 1914. Entered automobile business in 1937 as student engr. for Chrysler Corp.

TOOKER, JOHN C., with Reo Div., The White Motor Co., as gen. mgr. since June, 1957. Pres. of Reo Motors, Inc., 1955 - 1957. Born in Detroit, Mich., July 8, 1906. Mich. St. Coll. Entered automobile business in 1924 at Lansing, Mich., with Reo Motors, Inc., in factory.

TOWNSEND, LYNN A., group vice-pres. international operations, Chrysler Corp., since Oct., 1958. Born Flint, Mich., May 12, 1919. Univ. of Mich. grad. Entered automobile business in 1957 with Chrysler Corp. as corp. comptroller.

17

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AUTOMOTIVE NEWS FAMILY ALBUM

TRACY, A. E. Eastern Div. sales manager of American Motors Corp., since 1956. Born Natick, Mass. June 25, 1913. Bryant - Stratton Business College, Boston. Entered automobile industry in 1931 as retail car salesman.

TRESE, R. H., with Rockwell-Standard Corp., Transmission and Axle Div. since 1918 and as vice-pres. since 1940. Entered automobile business in 1916 at Jackson, Mich. with Jackson Automobile Co. in sales and adv. dept.

TRICHEL, G. W., with Chrysler Corp. as military advisor to group vice-pres., Defense and Special Products, since Feb., 1959. Born Sept. 10, 1898, Trichel, La. Mass. Inst. of Tech., Univ. of Calif. Entered automotive business with Chrysler in 1946 as special advisor on defense contracts.

TRUXELL, CLYDE W., gen. mgr. of Detroit Diesel Engine Div., General Motors Corp., since 1956. Born Detroit, Mich., Oct. 8, 1905. B.S.M.E. degree. Entered automobile business in 1929 at Detroit as diesel engr. with Holley Carburetor Co.

TYNAN, THOMAS G. sales mgr., proprietary brands, Exide, Willard, Grant, The Electric Storage Battery Co. Born New York, N. Y. Feb. 8, 1897. Cooper Union, E. E. degree. Entered automobile business in 1920 at New York with The Electric Storage Battery Co.

TRAINER, J. E., with The Firestone Tire & Rubber Company as Executive vice-president since Jan., 1954. Born in New York City September 16, 1895. Graduated from Pratt Institute, Electrical Engineering. Entered rubber business in 1939 at Akron, Ohio, with The Firestone Tire & Rubber Company.

TRIANTAFILLU, HARRY, D., H. D. T. Company Factors, Inc., pres. since 1948 (owner since 1927). Born in Greece, Feb. 10, 1895. Theological college. Entered automobile business in 1927 at White Plains, N. Y. with own company to mfr. Blue Coral.

TROENDLY, HARRY P., group vice-pres. of Borg-Warner Corp., pres. of Spring Div. Born McCook, Neb. Sept. 21, 1897. Univ. of Neb., B.S. of M.E. Entered automobile business in 1923 at Chicago, Ill. with William D. Gibson Co. as research engr.

TWELLS, ROBERT, vice pres. and group exec. in chg. of Spark Plug Div. of The Electric Auto-Lite Co., since 1948. Born Independence, O. Univ. of Illinois, B.S. in ceramic engineering. Entered automobile business in 1921; joined Auto-Lite in 1935 to manage spark plug plant in Fostoria, O.

ULLMAN, WILLIAM, with Automotive News as Washington editor since 1933. Born St. Joseph, Mo., Oct. 30, 1882. Portland, Ore., Univ. Entered automobile business in 1912 at Washington, D. C., with The Washington Herald as automobile editor.

ULMER, TED, vice-pres. in charge of sales and advertising of The Al Parts Corp. since 1950. Born Toledo, O., Sept. 24, 1915. Univ. of Toledo. BBA degree. Entered automobile business in 1937 at Toledo as a salesman.

ULRICH, WILLIAM J., auto rep. for the Carborundum Co. and dir. of Detroit Gasket and Mfg. Co. Born Jan. 11, 1893. Entered automobile business as supplier in 1918

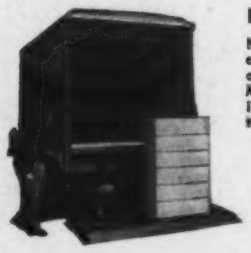
UMSTATTD, WILLIAM E., pres. of Timken Roller Bearing Co. since 1934. Born Bristol, Tenn. 1894. Entered automobile business in 1919 at Canton with the Timken Roller Bearing Co.

UTLEY, ROY W., with DeSoto Div. of Chrysler Corp. as dir. of service since 1944. Born Raleigh, N. C., 1894. High school. Entered automobile business in 1914 in North Carolina with C. A. Payne as mech.

VALENTINE, RICHARD H., chief engr. of New Depature Div., General Motors Corp., since July, 1957. Born Veltee, Czech., April 12, 1912. M.I.T., B.S., PhD degrees. Entered automobile business in 1939 at Bristol as engr. with New Departure Div.

VALK, ROBERT E., vice-pres. and group exec. in charge of the Wire and Cable, Foundry, Plastics, Instruments and Gauges, Light Metals & Fab. & Finish Divs. of The Electric Auto-Lite Co. Born Muskegon, Mich., Aug. 21, 1914. Univ. of Mich. Entered automotive industry 1956 as adm. asst. to Auto-Lite vice-pres. in chg. of prod.

VALODE, ROBERT E. vice-pres. and gen. mgr. of Renault, Inc. Born Paris, France, Nov. 20, 1913.



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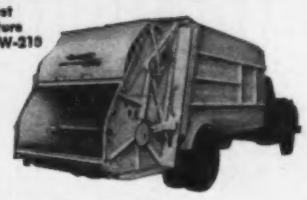
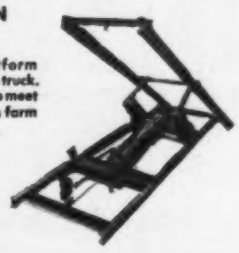


FAMOUS LOAD-PACKER

Has advanced Cyclomatic Packing. Fast cycle lets operator start reloading 1½ cubic yard hopper in 4 seconds. Gar Wood Load-Packers are available in capacities to fit every collection need.

DUMP-IT CONVERSION HOISTS

Makes any platform truck into a dump truck. A complete line to meet the needs of both farm and industry.



Request literature Form W-176

GarWood -St.Paul- equipment

Gar Wood-St. Paul, today's quality line of truck equipment, is known for dependable performance and easy, low-cost maintenance. Gar Wood-St. Paul distributors, who sell and service this famous line, are known for "extra" services designed to help you sell more trucks. These services include:

★ Field demonstrations that close sales fast
★ Sales assistance from equipment specialists
★ Technical help on equipment recommendations
★ Thorough and up-to-date knowledge of equipment application

These sales-making services are yours for the asking from your nearby Gar Wood-St. Paul distributor. Call him today for all the facts or write to: Customer Service Dept., Gar Wood Industries, Inc., Wayne, Michigan.

GAR WOOD INDUSTRIES, INC.
Wayne, Michigan — Richmond, California

GAR WOOD-ST. PAUL HOISTS handle greater payloads with less strain on body, hoist and pump. Available in all capacities from 8 to 27½ tons, with a choice of matching Gar Wood-St. Paul dump bodies. Advanced hoist line includes medium-duty, heavy-duty, extra-heavy-duty, conversion, telescopic and direct-lift models.

Request Medium-Duty Hoist and Body catalog, Form W-182; Heavy-Duty Hoist and Body catalog, Form W-184.

Request literature Form W-187

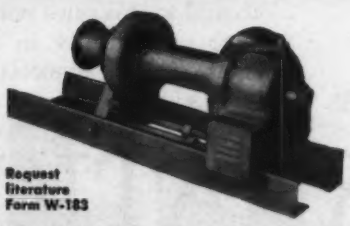
DUMP-IT HOISTS

Lightweight, low-cost twin cylinder hydraulic hoists for pick-up trucks.

TELESCOPIC HOISTS

Increase legal payloads up to 1000 pounds. Both front-mounted and twin-cylinder underbody-mounted models. This advanced line is built and backed by the originator of telescopic hoists.

Request literature Form W-208, and W-204



Request literature Form W-183

TRUCK WINCHES

Dependable and safe. All types and sizes with capacities from 7,000 to 100,000 pounds.

AUTOMOTIVE NEWS FAMILY ALBUM

VALPEY, F. RUSS, with Standard Products Co. as pres. since April, 1958. Born in Detroit, 1889. High school. Entered automobile business in 1914 at New York with Willys-Overland Co. as factory rep.

WAGSTAFF, JAMES B., with DeSoto Div. of Chrysler Corp. as gen. mgr. and vice-pres. of Chrysler Corp. Born Ethridge, Tenn., June 4, 1896. Georgetown Univ. Law Sch., LL.B. degree. Entered automobile business in 1915 at Washington, D. C., with Harper-Overland Co. as parts clerk.

WALKER, EDWIN H., pres. of General Motors of Canada, Ltd., since 1957. Born Hamilton, Ont., April 27, 1909. G.M. Institute, B.I.E. degree. Entered automobile business in 1929 with McKinnon Industries.

WALKER, GORDON L., mgr. of indus. rel. of M-E-L Div., Ford Motor Co., since 1954. Born Burgaw, N. C., Oct. 1, 1913. Entered automobile business in 1945 at Dearborn, Mich., with Ford Motor Co. as mgr. of planning and analysis dept. of ind. rel. staff.

WALKER, WILLIAM M., JR., with United Motors Service Div., General Motors Corp. as exec. asst. to gen. mgr. since July, 1958. Born Detroit, Mich., 1907. Georgetown Univ., Univ. of Detroit. Entered automobile business in 1944 in Detroit with General Motors Corp.

VAN AMAN, ROBERT H., with Associates Investment Co. as vice-pres. since Dec., 1956. Born Angola, Ind., Apr. 14, 1914. Tri-State College, B.S. degree. Entered automobile business in 1935 at Plymouth, Ind. in a dealership; joined Associates Investment in 1936.

WALBERT, DAVID E., vice-pres. of Midland-Ross Corp. since 1956. Born Allentown, Pa., 1909. Lehigh Univ., B.S. in E.E. degree. Entered automobile business in 1953 at Detroit as asst. div. mgr. of Murray Corp. of America.

WALKER, GEORGE W., vice-pres. and director of styling, Ford Motor Co., since May, 1955. Born Chicago, Ill., May 22, 1896. Sch. of Art; Otis Inst. of Los Angeles; John Huntington Poly. sch. Entered automobile business in 1929 at Detroit, Mich., as industrial designer.

WALKER, THEODORE F., with Kent-Moore Organization, Inc., as exec. vice-pres. since 1955. Born Bloomfield, Ind., Oct. 14, 1911. High sch. Purdue Univ., B.S., M.E. Entered automobile business in 1933 in Flint with Buick as tool designer.

WALL, SAMUEL J., wholesale sales mgr. of MoPar Parts Div., Chrysler Corp., since 1954. Born Chelsea, Mass., Dec. 14, 1907. Entered automobile business in 1934 at Boston as correspondent for Chrysler Corp. Motor Parts Div.

VAN BENSCHOTEN, JOHN, with John Van Benschoten, Inc., as pres. since 1900. Born Lagrangeville, Dutchess Co., N. Y. in 1870. Eastman Coll. Entered automobile business in 1900 at Poughkeepsie, N. Y. with John Van Benschoten, Inc.

VAN DAGENS, M. L., with Chrysler Corp. as dir. of sales training since Nov., 1958. Born Philadelphia, Pa., 1904. Entered automobile business in 1935 with Chrysler Corp. as dist. serv. rep.

VAN MERKENSTEIJN, M. A., vice-pres. in chg of admin. of Willys-Overland Export Corp., since May, 1956. Born Rotterdam, The Netherlands, Dec. 15, 1915. Univ. of Leiden, law degree. Entered automobile business in 1948 at Rotterdam with Kaiser-Frazer Corp.

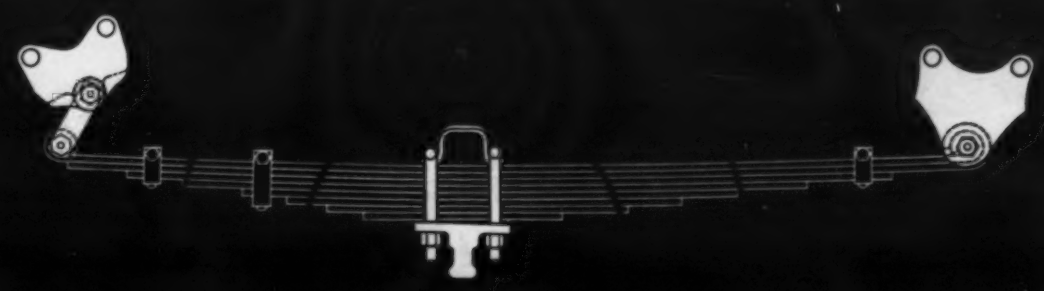
VILA, GEORGE R., group vice-pres. U. S. Rubber Co. Born Philadelphia, Pa., 1909. Wesleyan Univ., Mass. Inst. of Technology, M.S. degree. Entered rubber business in 1936 with U. S. Rubber Co.

VON ROSEN, JOHN, with Chrysler Corp. as dir. of mfg. engrg. since 1957. Born Jan. 12, 1910, Chicago, Ill. Univ. of Detroit, Univ. of Mich. Entered automotive field in 1931 as body draftsman for Briggs Mfg. Co.

WADE, AUGUSTUS S., gen. sales mgr. of the Original Equip. Div. (Fort Wayne) of The Weatherhead Co. since 1955. Born Cleveland, Ohio, 1904. LaFayette College. Entered automobile business in 1929 at Cleveland in the production dept. of The Weatherhead Co.

WAGNER, WILLIAM J., gen. sales mgr. of Delco Products Div., General Motors Corp., since Oct., 1958. Born Schenectady, N. Y., Nov. 18, 1910. Ohio State Univ. Entered automobile business in 1955 as appliance sales mgr. with Delco Appliance Div.

CRADLE-SAFETY . . .



a "BUILT-IN" Feature of Leaf Springs

Three-point suspension at shackle, hanger, and axle provides "CRADLE-SAFETY," functional for the life of the springs.

This suspension provides perfect balance, alignment, and sidesway control . . . safety functions performed naturally and efficiently by leaf springs — *well designed.*

DETROIT STEEL PRODUCTS DIVISION

OF *Tenestra* INCORPORATED

6000 Caniff Avenue, Detroit 12, Michigan

since 1904—original equipment on cars, trucks, cabs, buses, trailers

AUTOMOTIVE NEWS FAMILY ALBUM

WALLACE, ROBERT C., with Diamond T Motor Truck Div., White Motor Co., as dir. of engrg. since April, 1958. Born Chicago, Ill., June 8, 1903. Lake Forest Acad. and Mass. Inst. of Tech. Entered automobile business in 1927 at Indianapolis, Ind., with Stutz Motor Car Co. in serv. dept.

WARD, EARL G., vice-pres. of purchasing, Ford Motor Co., since May, 1957. Born Arlington, Ill. Entered automobile business in 1948 at Dearborn, Mich., with Ford Div.

WASIL, STANLEY W., nat'l. bus. management mgr. of American Motors Corp. since 1958. Born New York, N. Y., Apr. 8, 1907. N. Y. Univ. Entered automobile business in 1937 with General Motors Holding Corp. as reg. supv.

WATSON, C. FRED, with Studebaker-Packard Corp. as merch. supervisor. Born Muskegon, Mich. Univ. of Mich., A.B. and Bus. Adm. Entered automobile business in 1910 at Muskegon, Mich., with Continental Motors as cost acct.

WATSON, PAUL J., dir. market analysis and research, gen. sales group, Chrysler Corp. since April, 1958. Born Hoisington, Kans., Apr. 15, 1913. Wichita Univ. grad. Entered automobile business in 19[illegible] joined Plymouth Div. as dist. mgr. in 1954.

WALWORTH, WM. M., with Reo Div., The White Motor Co., as dir. of engrg. since June, 1957. Born Lawrence, Mass., March 19, 1904. Mass. Inst. of Tech., B.E. Entered automobile business in 1927 at Lansing, Mich., with Reo Motor Car Co. as lab. engr.

WARNER, JOHN A. C., with Society of Automotive Engineers, Inc., as secy. and gen. mgr. since 1930. Born Putnam, Conn., July 12, 1893. Worcester Polytechnic Inst., B.S. and Hon. Dr. Engr. in Mech. Sigma Xi Tau Beta Pi. Entered automobile industry in 1917 with U. S. Bureau of Standards as lab. research asst.

WATERFALL, THORNTON E., with MoPar Parts Div., Chrysler Corp. as pres. since 1954. Born Detroit, March 2, 1904. Univ. of Mich., B.A. degree. Entered automobile business in 1926 at Springfield, O., as pres. of own (Dodge) dealership.

WATSON, JAMES W., sales mgr. of Metropolitans, American Motors Corp., since March, 1956. Born Marietta, O. Wharton Sch. of Univ. of Pa. Entered automobile business in Mich. and Ind. with Franklin Automobile Co. as serv. rep.

WEATHERHEAD, ALBERT J., JR., with The Weatherhead Co. as pres. Born Cleveland, O., June 21, 1892. Harvard Univ. Founded The Weatherhead Co. in 1919.

WEAVER, IRA A., pres. of Weaver Mfg. Co. since 1910. Born Rising Sun, Iowa. Entered automobile serv. equip. business in 1911 at Springfield, Ill. in present capacity.

WEBB, FRANK, Frank Webb Associates. Born Ypsilanti, Mich., Univ. of Mich. A.B. Entered automobile business in Kalamazoo, Mich., as adv. mgr., Roamer Motor Car Co.

WEBBER, RICHARD L., business and adv. mgr. of Automotive News since 1955. Born Detroit, Mich., Dec. 15, 1922. Entered automobile business in 1945 at Detroit as adv. salesman for Automotive News.

WECKLER, HERMAN L., with Clevite Corp. as vice-pres. since 1953, and dir. since 1954. Born Pittsburgh, Pa., Aug. 31, 1888. Univ. of Pittsburgh, Carnegie Tech. Entered automobile business in 1912 with Buick Motor Car Co. Vice-pres. and gen. mgr., Chrysler Corp., 1940-1953.

WEED, FREDERICK G., with Rinshed-Mason Co. as pres. since May, 1946. Born in Norwalk, Conn., Mar. 4, 1896. Valparaiso Univ., B.S. Entered automobile business in 1920 at Detroit, Mich., with Dodge Bros. as chemist.

WEED, JACK C., with Automotive News as truck and service editor since 1933. Born in Detroit, March 25, 1891. Pratt Inst. Entered automobile business in 1909 at Pontiac, Mich., with Oakland Motor Car Co. as tester.

WEEMHOFF, JAY, with Collins & Aikman Corp. as mgr. of auto. div. Born Grand Rapids, Mich., Feb. 17, 1896. High school and bus. college. Entered automobile business in 1919 at Detroit with Fisher Body Corp. in pur. dept.

WRITE MORE TIME BUSINESS

Point out the **advantages** of "financing where you buy"

Available to Dealers in CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC new cars and used cars of all makes

Spell out **convenience.** Show customers how **practical** it is to take care of everything at **one** time, in **one** place—with you, the dealer.

Stress that they can finance **car insurance** premiums and low-cost **creditor life insurance** as well as the **car** itself.

Emphasize that credit facilities are available to GMAC customers to finance future purchases of **tires, parts** and major **repairs.**

Underline the fact that they can rely on **considerate treatment** by GMAC should they move or if circumstances change. Nearly **300 GMAC offices** in the United States and Canada can assist them.

Capitalize on the dependability of the GMAC Plan. **In 40 years, GMAC has helped people buy over 40 million cars "on time!"**

TIME BUSINESS IS PROFITABLE BUSINESS

AUTOMOTIVE NEWS FAMILY ALBUM

WELLER, HARRY D., with White Motor Co. as vice-pres. of sales since 1958. Born Lancaster, Pa., 1913. Franklin and Marshall, B.S. degree. Entered automobile business in 1935 with Firestone Tire and Rubber Co. as college sales trainee.

WHITE, JACK P., dir. of pub. rel., Oldsmobile Div., since 1957. Born in St. Catherines, Ont., Nov. 3, 1910. Radio news dir. and auto. reporter for 25 years in Detroit before joining Oldsmobile.

WHITNEY, MAURICE P., with Eclipse Mach. Div. Bendix Aviation Corp. as gen. mgr. since Dec. 1, 1946. Born Seneca Castle, N. Y., Feb. 22, 1896. Syracuse Univ., Coll. of Applied Sci., M.E. degree. Entered automobile business in 1919 at Elmira, N. Y., with Eclipse Mach. Co. as engineer.

WILKS, RUSSELL, dir. of pub. rel. of U. S. Rubber Co. since 1947. Born Orlinda, Tenn., Oct. 31, 1901. Vanderbilt Univ. Entered rubber business in 1929 at Detroit with Campbell-Ewald Co.

WILLIAMS, HARRY A., with Automobile Mfrs. Assn. as managing dir. since Nov., 1957. Born in Cincinnati, Sept. 2, 1918. Wayne Univ. Entered automobile business with Automotive News in 1937.

WELLOCK, E. S., since 1949 mgr. of Chevrolet mfg. plants. Born Harbor Beach, Mich., 1898. Graduated mech. engr. Univ. of Mich., 1920. Joined Chevrolet 1923 as grattsman in standards dept., central office staff.

WHITMER, ARTHUR D., gen. mfg. mgr., Studebaker-Packard Corp. Born South Bend, Ind., Oct. 6, 1900. Entered automobile business in 1919 with Studebaker.

WICHERT, JAMES L., dir. of adv. and sales prom., DeSoto Div., Chrysler Corp. Born 1905. Hillsdale Coll. Entered automobile business in 1938 as sales rep. for Chevrolet Motor Div.

WILLIAMS, FRED E., with Zenith Carburetor Div., Bendix Aviation Corp. as gen. sales mgr. since 1945. Born Bedford, O., in 1902. High school and ext. courses. Entered automobile business in 1917 at Detroit, Mich., with Zenith Carburetor Co. as blueprint boy.

WILLIAMS, ROBERT J., with Cadillac Products, Inc., as vice-pres. since 1956. Born in Detroit Dec. 14, 1926. Notre Dame Univ., B.S. Entered automobile business in 1948 at Detroit with Cadillac products, Inc.

WELLS, EDWARD H., vice-pres. sales corp. and asst. gen. mgr., Packings and Friction Materials Div. of Johns-Manville Corp. Born Worcester, Mass. M.I.T., M.E. degree. Entered automobile business in 1928 with Johns-Manville Corp.

WELTY, MALCOLM W., mgr. of ind. rel. of Ford Div. since 1950. Born Wamego, Kans. Univ. of Kans., B.A. degree. Entered automobile business with Phillips Petroleum Co.

WEMHOFF, BERNARD J. (Pete), with Automotive News as editor since 1944; gen. mgr. since 1955. Born Decatur, Ind., Dec. 31, 1910. Univ. of Detroit, B.S. Entered automobile business at Detroit with Automotive News in 1936 as reporter.

WERNER, CALVIN J., gen. mgr. of Moraine Products Div., General Motors Corp., since Jan., 1955. Born Dayton, O., Aug. 27, 1907. Univ. of Cinn., E.E. degree. Entered automobile business in 1923 at Dayton as apprentice at Dayton Engineering Laboratories Co.

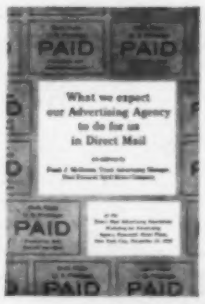
WEYBURNE, FREDERIC C., with Marshall Eclipse Div., Bendix Aviation Corp. as gen. mgr. since 1943. Gen. mgr. of Bendix Filter Div. since 1956. Born Chicago, Ill., on May 20, 1902. Dartmouth College. Entered automobile business in 1926 at South Bend, Ind., with Bendix Brake Co. as mechanic.

WHEATON, FLOYD L., with Bendix-Westinghouse Automotive Air Brake Co. as vice-pres. marketing since July, 1957. Born Greenville, Pa., on Dec. 13, 1894. High school. Entered automobile business in 1916 with Scripps-Booth Corp.

WHITE, H. KIRK, vice-pres. and director of Mitchell-Bentley Corp. Born Owosso, Mich., March 19, 1893. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and director.

Yours for the asking . . .

5 AUTHORITATIVE TEXTS ON MODERN DIRECT MAIL



What we expect our Advertising Agency to do for us in Direct Mail

By Frank J. McGinnis, Truck Advertising Manager, Ford Division, Ford Motor Company

Mr. McGinnis tells how Ford made Direct Mail a full-fledged advertising partner . . . and what resulted. He explains how to employ "personal involvement" in direct mail, and he discusses five responsibilities of the agency in its administration of direct mail for its clients.

The Power of Personal Communication

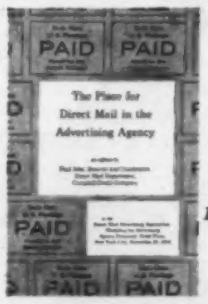
By C. Norman Fry, Vice President, National Sales, Direct Mail Division, R. L. Polk & Co.

Read why personal communication has such great power to generate action. Mr. Fry enumerates the steps necessary to plan effective "person-to-person" advertising. He also reviews the creative opportunities this medium offers, and he suggests how to evaluate advertising costs.

Creativity in Direct Mail

By Ferd Ziegler, Vice President, McCann-Erickson, Incorporated

Mr. Ziegler explains why attitude is so important to the advertising agency's creative function in direct mail. Learn what the eight dimensions of truly creative direct mail are. And find out why showmanship and salesmanship must be integrated for successful direct mail.



The Place for Direct Mail in the Advertising Agency

By Paul John, Director and Coordinator, Direct Mail Department, Campbell-Ewald Company

Why did Campbell-Ewald establish a special direct mail group four years ago? Mr. John gives the reasons . . . and diagrams five basic set-ups for direct mail groups within existing agency frameworks. He reports on Ceco's exploration of direct mail markets, applications and research.

3 Laws of Buying Behavior

By H. H. Geddes, Director of Research, Direct Mail Division, R. L. Polk & Co.

Mr. Geddes outlines the four immediate objectives of any advertising . . . and tells why selective advertising is so important. He cites the clues by which prospects for most products can be identified, and he explains what was disclosed by "The Law of Successive Refinements."

As the world's largest publisher of direct mail advertising, we are happy to make these texts available without charge. Advertising and sales executives, as well as agency personnel, will find them helpful and informative. Just drop us a line, indicating whether you wish the entire set or individual books.

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DALLAS • LOS ANGELES • SEATTLE • HONOLULU • QUEBEC CITY • VANCOUVER • AND OTHER PRINCIPAL CITIES.

AUTOMOTIVE NEWS FAMILY ALBUM

WILLIAMS, WALKER A., vice-pres. of Ford Motor Co., asst. gen. mgr. of M-E-L Div. Ford Motor Co. Born Wellington, Mo., June 8, 1901. Illinois Univ. Entered automobile business in 1925 at Kansas City with Ford Motor Co. as timekeeper.

WILSON, MURRAY D., secy.-treas. of O. L. Anderson Co., Inc. since 1920. Born Springfield, Ont., May 7, 1896. Entered automobile business in 1920 at Detroit as secy.-treas. of O. L. Anderson Co., Inc.

WILSON, W. HEARTSILL, national sales consultant of Plymouth Div., Chrysler Corp., since May, 1958. Born Marshall, Texas, 1920. S. Methodist Univ. bus. school. Joined Chrysler Corp. in 1953 with Dodge as Dallas dist. sales mgr.

WINDSOR, E. W., with Sherwin-Williams Co. as gen. mgr. auto sales since 1925. Born Kenosha, Wis., 1896. Univ. Wis. Entered automobile business in 1920 at Cleveland with United Automotive Body as sales correspondent.

WINES, JAMES P., president of Wines and DeWitt Adv. Born St. Louis, Mo. Univ. of Chicago. Entered automobile business in 1926 at Detroit with Kudner Agency, Inc., as publicity man.

WILSON, J. RYLEY, gen. adm. mgr. of Chevrolet Div. since 1957. Born Bethlehem, Pa. Joined Chevrolet in 1933 at Tarrytown, N. Y. in auditing dept.

WILSON, STEVEN B., with Fram Corp. as pres. 1929-1942, 1944-1954; chmn. of bd. since 1942. Born Washington, D. C., Dec. 12, 1890. Univ. of Mich. George Washington Univ. Entered automobile business in 1920 at Detroit with McCord Radiator Co. as asst. sales mgr.

WILSON, WALLACE E., gen. mgr. of Rochester Products Div., General Motors Corp. since 1956. Born Lansing, Mich., Oct. 25, 1911. Univ. of Mich., B.S. degree. Entered automobile business in 1936 in Lansing with Oldsmobile Div. of General Motors.

WINE, LYMAN A., vice-pres., Electric Auto-Lite Co., dir. Canadian Motor Lamp, Ltd. Born Marion, Ind., July 30, 1895. Grad. Ohio State Univ. Sch. Aeronautics. Entered automobile business in 1919 as salesman for C. M. Hall Lamp Co.

WINGERTER, ROBERT G., gen. mgr. of automotive div. of Timken Roller Bearing Co. since 1955. Born Detroit, Mich., Oct. 5, 1916. Wayne Univ., B.S.M.E. degree. Entered automobile business in 1938 at Canton as engrg. trainee with Timken Roller Bearing Co.

WINKLER, ALBERT H., with Eclipse Machine Div. as chief engr. of Stromberg Carb. div. since Jan. 1, 1948. Born Chicago, Ill., Nov. 7, 1908. Armour Inst. of Tech., B.S. in M.E., M.E. professional degree. Entered automobile business in 1930 at South Bend, Ind., with Bendix-Stromberg Carburetor Co. as jr. engr.

WINTHER, MARTIN P., with Eaton Mfg. Co. as dir. and consultant. Born Denmark, Nov. 4, 1888. Entered automobile business in 1911 at Kenosha, Wis., with Thomas B. Jeffrey Co. as apprentice.

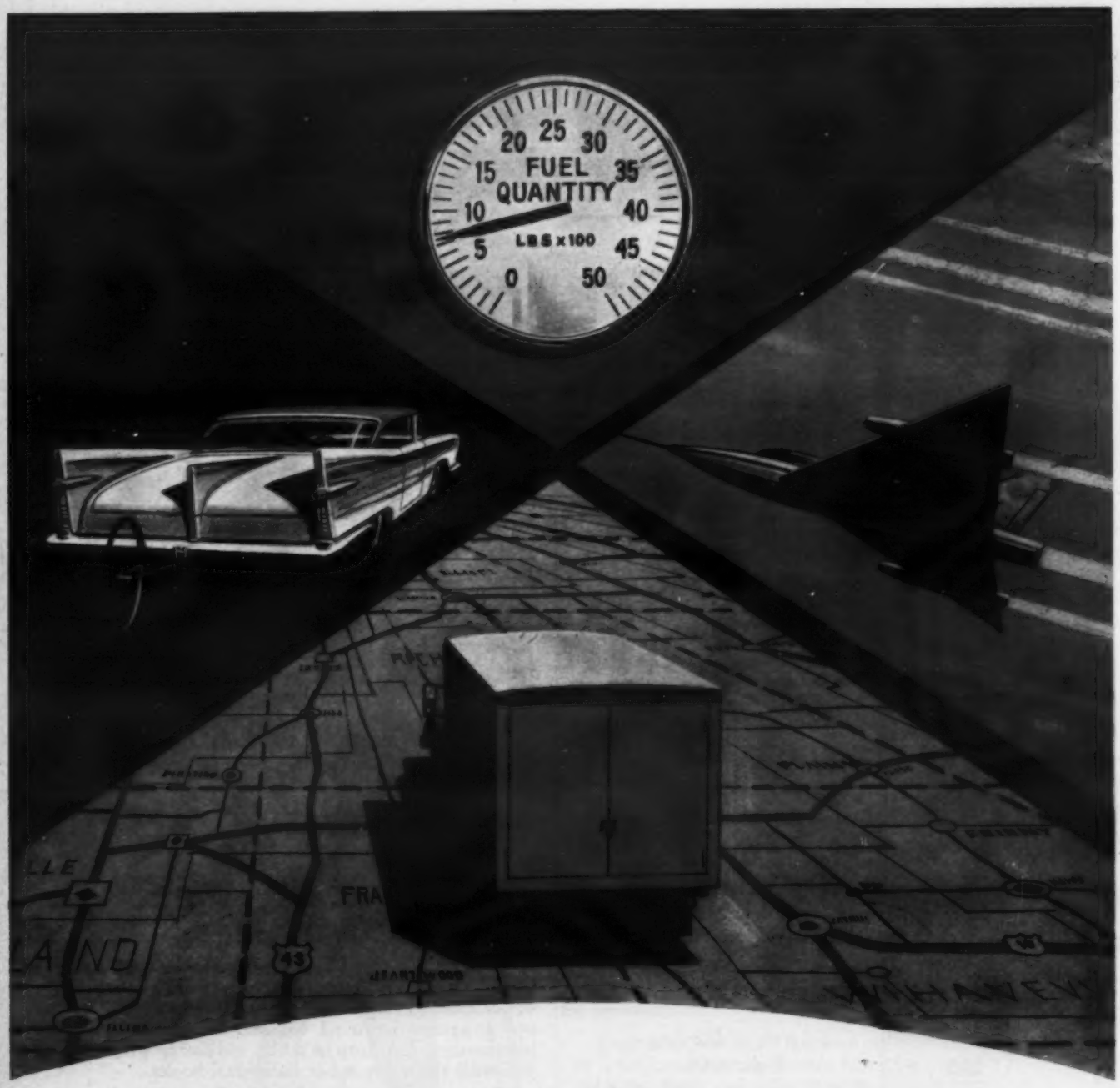
WIPPERN, CARL R., exec. vice-pres. and dir. of sales of McQuay-Norris Mfg. Co., since 1950. Entered automobile business in 1918 at St. Louis as salesman with McQuay-Norris Mfg. Co.

WISTERT, F. M., vice-pres. and dir. of ind. rel., The Electric Auto-Lite Co. Born Chicago, Ill., Feb. 20, 1912. Univ. of Mich. Law School. Entered automotive industry in 1953 with Electric Auto-Lite Co.

WITHERS, ROLAND S., with United Motors Service Div., General Motors Corp., as general manager since March, 1955. Born Cleveland, Ohio, 1910. Asbury College, Wilmore, Ky. Entered automobile business in 1933 at Detroit with Customer Research Department of GM Corp.

WOLCOTT, LESLIE C., dir. sales and engrg. of Packard Electric Div., General Motors Corp., since 1958. Born Warren, Ohio, March 30, 1904. Lehigh Univ., B.S. degree, Harvard School of Bus., M.B.A. degree. Entered automobile business in 1927 as time study engr. with Packard Electric Div.

WOLF, JOHN E., pres. of The John E. Wolf Co., Oklahoma City, Okla. Born Oshkosh, Wis., 1904. Continuously in direct mail industry since 1919, and specializing in automotive serv. development since 1930.



The Design of Economy

The bridge between the automotive and aviation industries is made, at Holley, in the engineering and research department. Here, Holley engineers are often working on the completely dissimilar economy problems of increasing miles per gallon, efficiency of automotive engines and decreasing the tons-per-hour consumption of jet engines. These teams of engineering specialists, including truck engineers, are able to maintain a remarkable degree of coordination considering their vastly different problems.

Generally, Holley aviation customers benefit from engineering designs created to take advantage of manufacturing shortcuts that are the backbone of the automotive industry. In turn, automotive and truck customers find design improvements in their products resulting from basic research and experience in the aviation industry.

This kind of coordination and experience is another reason why *Americans on the move* have depended upon Holley products for more than half-a-century.

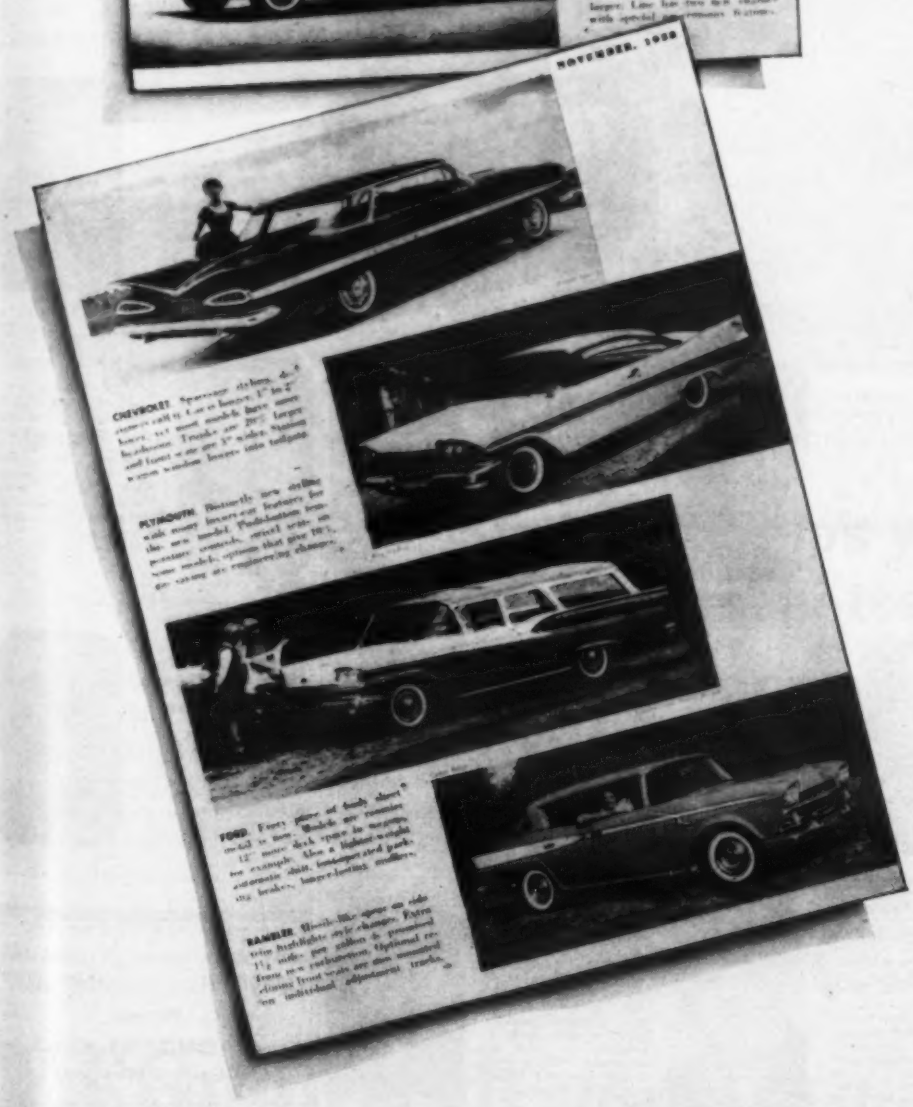
For more than half-a-century—original equipment manufacturers for the automotive and aircraft industries.

HOLLEY Carburetor Co.

11955 E. NINE MILE RD.
WARREN, MICH.

I-31

Auto Show For More Than 3 Million Families!



FARM JOURNAL's "Annual Auto Show" is one of the best read articles in the magazine. And, the reading is in earnest . . . because FARM JOURNAL families are the best automotive customers in the country. They own and operate more than half of all the passenger cars and trucks on farms.

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A.C.F. INDUSTRIES (Carter Carburetor Company) • American Chain & Cable Company • Armstrong Rubber Company • Bowes Seal-Fast Corporation • Champion Spark Plug Company • Eaton Manufacturing Company • Electric Auto-Lite Company • Electric Storage Battery Company • Firestone Tire & Rubber Company • GENERAL MOTORS CORPORATION (A-C Spark Plug Division, United Motors System Division) • B. F. Goodrich Company • GOODYEAR TIRE & RUBBER COMPANY (Goodyear Tire Division • Kelly-Springfield Tire Division) • Grant Storage Battery Company • G. H. Meiser & Company • Perfect Circle Company • Warn Manufacturing Company.

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the same is true
among advertisers

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WOLFRAM, JACK F., vice-pres. of GM and gen. mgr. Oldsmobile Div. Born Pittsburgh, Dec. 18, 1899. Grade, high sch. Entered automobile business in 1921 at Cleveland, O., with Chandler Motor Car Co., as draftsman. Joined Oldsmobile in 1928. Became chief engr. in 1944 and gen. mgr. in 1951.

WRIGHT, ELLIS J., with Miller Mfg. Co. as sales mgr. since 1938. Born Forest, Ont., Can., Dec. 16, 1909. Technical night coll., Wayne Univ., Detroit. Entered automobile business in 1926 at Detroit with Miller Tool & Mfg. Co as tool design draftsman.

YOUNG, ROBERT J., owner of Automotive Enterprises since 1955. Born Park River, N. D., April 28, 1899. Univ. of Minn. Entered automobile business in 1925 at Fargo as office mgr. of Eby Motor Co.

WOLFSON, HOWARD E., chmn. of the bd., Maremont Automotive Products, Inc. since March, 1953. Born Chicago, Ill., Dec. 5, 1898. Northwestern Univ., Greer Coll. of Automotive Engr. Entered automobile business in 1920 at Chicago as salesman for Maremont Automotive Products, Inc.

WRIGHT, JAMES O., with Ford Motor Co. as vice-pres. and gen. mgr. of Ford Div. Born Norfolk, Va., N.C. State College, George Washington Univ. Law School. Entered automobile business in 1946 with Ford Motor Co.

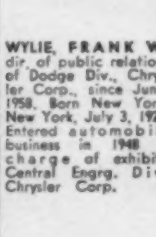
ZEDER, HAILD H., gen. mgr. of Service Parts and Access. Supply Div., Chrysler Corp. since 1948. Born Bay City, Mich., May 1, 1898. Univ. of Fla. grad. Entered automobile business in 1921 with Chrysler Corp.

WOODALL, HERBERT J., with Woodall Industries, Inc., as pres. since 1919. Born Detroit, 1873. Detroit Univ. Sch. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co. as factory messenger.

WRIGHT, JOHN DAVID, with Thompson Ramo Woolridge, Inc., as chmn. of the board since Nov., 1958. Born Pittsburgh, Pa., June 25, 1905. Western Reserve Univ., B.A.; WRU Sch. of Law, LL.D.; Cleveland Coll.

ZEDER, JAMES C., with Chrysler Corp. as vice-pres. since 1951. Born Bay City, Mich., Apr. 17, 1900. Univ. of Mich., B.E., M.E.; Univ. of Dayton, Doctor of Engrg. Entered automobile business in 1922 at Detroit with Maxwell Motors.

WOODHOUSE, RICHARD C., with GMC Truck & Coach Div. as gen. sales mgr., Truck Div., since July 15, 1952. Born Traverse City, Mich., Aug. 18, 1904. Alma Coll., Univ. of Mich. Entered automobile business in 1924 with Cadillac Motor Div. of GM in sales dept. With GMC Truck & Coach Div. since 1930.



WYLIE, FRANK W., dir. of public relations of Dodge Div., Chrysler Corp., since June, 1958. Born New York, New York, July 3, 1924. Entered automobile business in 1948 in charge of exhibits, Central Engrg. Div., Chrysler Corp.

ZEIGLER, PHILIP E. chief engr. of Saginaw Steering Gear Div., General Motors Corp. since July, 1957. Born Cambridge City, Ind., Jan. 28, 1920. Purdue Univ. B.S.M.E. degree. Entered automobile business in 1941 at Saginaw as time study engr. with Saginaw Steering Gear Div.

WOOLSON, L. IRVING, vice-pres. of Chrysler Corp. and dir. of corporate mfg. staff and services since 1958. Born New York City, June 27, 1904. Cornell Univ., M.E., 1926. Entered automobile business with Maxwell Motor Co. in 1924 as an assembler.

WYNN, CARL E., pres. of Wynn Oil Co. since 1950. Born Rolla, Mo., Dec. 23, 1896. Entered automobile business in 1947 at Azusa as partner at Wynn Oil Co.

ZELLER, THEODORE J., vice-pres. of forward planning of Mack Trucks, Inc. since 1957. Born North Plainfield, New Jersey, March 19, 1902. Rutgers Univ., M.E. degree. Entered automobile business in 1936 at Plainfield as asst. mgr. of lab. at Mack Trucks, Inc.

WOOSTER, CHARLES C., vice-pres. of sales, Life Time Products Corp. Born New York, N. Y., July 26, 1918. Yale Univ., B.S. degree. Entered automobile business in 1940 at Troy, N. Y. as salesman with Behr-Manning Corp.

YARNALL, FRANK H., past pres., of National Automobile Dealers Assn. Pres. of Yarnall Chevrolet, Inc., Chicago. Born Chicago, Ill., 1900. Entered automobile business in 1918 at Chicago with Holmes Motor Co.

ZIESMER, GEORGE F., past pres., National Automobile Dealers Assn., 1949. Born at Marshall, Minn., July 15, 1895. Macalester Coll., St. Paul, Minn. Ford Dealer since 1924, Mankato, Minn., since 1933.

WORTHINGTON, JOHN A., with Koppers Co., Inc., as manager of piston ring and seal department. Born Annapolis, Md., July 5, 1897.

YNTEMA, THEODORE O., with Ford Motor Co. as vice-pres., finance since March 24, 1949. Born in Holland, Mich., April 8, 1900. Hope Coll., Harvard Univ. of Ill., Univ. of Chicago. C.P.A. in Ill. Entered automobile business as consultant to Ford in 1947.

ZONSIUS, KENNETH C., Goodyear Tire & Rubber Co., dir. of adv. since Jan. 1, 1952. Born Chicago, Ill., July 11, 1894. Attended Northwestern Univ. Entered tire business 1917 at Chicago with Goodyear organization as clerk.

WRAY, PARK Q. JR., sales mgr. of National Seal Div., Federal-Mogul-Bower Bearings, Inc., since 1950. Born Aurora, Ill., Jan. 7, 1914. Northwestern Univ., B.S. degree. Entered automobile business in 1941 at Oakland as catalog asst. with National Motor Bearing Co.

YOUNG, FRED M., with Young Radiator Co., Racine, Wis., as pres. and gen. mgr. since 1927. Born Muskegon, Mich., April 29, 1894. Grade school and special courses. Entered automobile business in 1913 at Muskegon, Mich., with Wright Cooler & Hood Mfg. Co. as apprentice.

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DELANEY, EUGENE B., 3927 Fourth St., Wayne, Mich. Logan 1-0340. Gen. Mgr., **Wayne Div., Purolator Products.**

GROCE, L. L., 6-240 General Motors Bldg., Detroit 2, Trinity 2-4600. Asst. gen. sales mgr.—western region. **Hyatt Bearings Div. of General Motors Corp.**

KELLER, SAM T., 1212 Fisher Bldg., Detroit 2, Trinity 5-7800. **Yale & Towne Mfg. Co., Aetna Ball & Roller Bearing Co., Thompson-Bremer & Co.**

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HARPER, RICHARD B., 814 Fisher Bldg., Detroit 2, Trinity 1-4262, 1-3830. **Rubatex Div., Great American Industries, Inc., Roberts Toledo Rubber Co., Bowling Green Rubber Co.**

KITSON, ARTHUR H., 20818 Harper Ave., Detroit 36, Mich. TUxedo 4-1115. Detroit rep., **Ernest Holmes Co.**

ALLDREDGE, M. HOMER, 414 Fisher Building, Detroit 2, Mich. Trinity 1-4404. Sales Manager, **Bingham Stamping Div., Bingham-Herbrand Corp.**

BROWN, L. E., 18451 James Couzens Highway, Detroit 35, University 4-5900. **Eaton Manufacturing Company, Reliance Division.**

EARL, WILLIAM O., 28800 Mound Rd., Warren, Mich., Jefferson 6-1300. **Collins & Aikman Corp.**

HAYNES, M. D., 20132 James Couzens Hwy., Detroit 35, Vermont 7-2520. **Tescony, Inc., American Viscose Corp.**

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CHRISTIE, S. HOWARD, 915 Fisher Bldg., Detroit 2, Mich. Trinity 5-1730. Dist. mgr., **Wire & Cold Rolled Div., John A. Roebling's Sons Corp.**

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LAWTON, MORGAN, B., 8627 Woodward Ave., Detroit 2, Trinity 5-3484. **Lincoln Engineering Co.**

APPLEQUIST, GORDON, 1405 Henry, Detroit 16, Mich. Woodward 3-1060. **Firestone Tire and Rubber Co.**

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JOHNSON, HAYWOOD E., 5-238 General Motors Bldg., Detroit 2, Mich. Trinity 5-1990. **E. I. duPont de Nemours & Co., Inc.**

LEGG, HOWARD L., 16801 Wyoming Ave., Detroit 21, Mich. Diamond 1-3292. **Clayton Manufacturing Co.**

BECKER, CHARLES H., 6-248 General Motors Bldg., Detroit 2, Mich. Trinity 2-4178. Mgr. Automotive Div., **Tung-Sol Electric, Inc.**

COLBY, LESTER J., 918 Fisher Bldg., Detroit 2, Trinity 2-3065. **Masland Duraleather Co., A. D. Ellis Mills, Inc.**

FLEISCHER, J. W., 820 Fisher Bldg., Detroit 2, Trinity 4-1400. **General Electric Co., Lamp Div.**

JOHNSON, T. E., 3700 W. McNichols Rd., Detroit 21, University 3-0200. Vice-pres. and Director of Sales **Davidson Rubber Co.**

LILLEY, H. R., 8-126 General Motors Bldg., Detroit 2, Mich. TRinity 2-4600. **Packard Electric Division.**

BEECHLER, J. S., 5-233 General Motors Building, Detroit 2, Trinity 3-7650. **Ranco, Inc.**

COWGILL, W. D., 6-259 General Motors Bldg., Detroit 2, Mich. Trinity 2-3453. Dist. sales mgr., **The Cleveland Graphite Bronze Company.**

GLASMEIER, PAUL G., 1431 Anita, Grosse Pointe 36, Mich. Tuxedo 4-5044. **Big Four Industries, Inc.**

JOHNSON, WALTER E., 1025 East Maple Ave., Suite 111 Stevens Bldg., Birmingham, Mich. Jordan 6-4744, Midwest 6-9700. **Perfect Circle Corp.**

MANSER, GEORGE E. JR., 9th floor New Center Bldg., Detroit 2, Mich. Trinity 4-3500. Sales mgr. of coated fabrics, **Footwear and Gen. Products Div., U. S. Rubber Co.**

BEMB, WALTER J., 607 Fisher Bldg., Detroit 2, Mich. Trinity 1-6510. **North American Smelting Co.**

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GRIFFIN, JAMES J., 1010 Fisher Bldg., Detroit 2, Trinity 5-0089. **The Anderson Co.**

JUDD, VINCENT C., 24616 Michigan Ave., Dearborn, Mich., Crestwood 8-5050. **Bendix Radio Division, Bendix Aviation Corp.**

MARKS, ROBERT C., 923 Fisher Bldg., Detroit 2, Trinity 5-0465. District Mgr., **The Weatherhead Co.**

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MAXWELL, ROBERT A., 16500 Oakwood Blvd., Allen Park, Mich. B. F. Goodrich Tire Co.

RICHARDSON, JOHN W., 5238 General Motors Bldg., Detroit 2, Mich. Trinity 5-1990. E. I. du Pont de Nemours & Co.

SULLIVAN, JOHN, 17510 Wyoming, Detroit 21, Mich. University 3-6628. The Nuday Co.

WALSH, EDMOND J., 9-236 General Motors Bldg., Detroit 2, Mich. Trinity 2-8350. Mgr. of sales, American Steel and Wire Div., U. S. Steel Corp.

WENDELL, M. M., M. M. Wendell Co., 8-255 General Motors Bldg., Detroit 2, Mich., Trinity 1-1743. American Grease Stick Co., Anthes Force Oiler Co., Bishop & Babcock Mfg. Co., Casco Products Corp., Pyroil Co., Inc.

McCARTHY, L. P., 10600 Puritan Ave., Detroit 38, Mich. University 1-6811. Mgr. Detroit office, Willard Storage Battery Co.

ROBBINS, A. W., 13836 Puritan Ave., Detroit 27, Mich. Broadway 2-0830. Bearings Company of America Div., Federal-Mogul-Bower Bearings, Inc.

VAUGHN, W. H., P.O. Box 272, Wyandotte, Mich. Firestone Steel Products Co.

WALTER, EDWARD E., 16950 Buckingham, Birmingham, Mich. Midwest 6-6319. Barrett Equip. Co., Allen B. DuMont Labs, Associated Equipment Co.

WRIGHT, WALTER F., 3408 West Seven Mile Road, Detroit 21, University 4-4211. Albi Mfg. Co., Inc., Excelsior Varnish Works, Garland Co.

McCORMICK, BARRY J., 17330 West McNichols Road, Detroit 21, Mich. Broadway 3-8600. Mgr. Reg. Office American Bosch.

SCHLACHTER, HENRY W., 25570 S. River Rd., Mt. Clemens, Mich. Woodward 3-8706, Howard 8-8824. The John E. Wolf Co.

MELLOR, C. L., Jr., 8-212 General Motors Bldg., Detroit 2, Trinity 5-0662. Eclipse Machine Division, Bendix Aviation Corp.

SEIFERT, C. J., 20211 Greenfield Rd., Detroit, Br. 3-9616. Vice-pres. of Reynolds & Reynolds Co.

MORROW, JOHN R., 10600 Puritan, Detroit 38, University 4-0117. Casco Products Corp.

SMITH, G. E., 516 New Center Bldg., Trinity 2-2113 Muskegon Piston Ring Co.

MOSS, LESTER D., 20271 Kentfield Avenue, Detroit 19, Mich. Kenwood 5-8603. Detroit mgr. Bay Manufacturing Div.

SMITH, W. S., 10600 Puritan Ave., Detroit 38, University 4-0117. Casco Products Corp.

MULCAHY, JOHN J., 15129 W. Eight Mile Rd., Detroit 35. Vermont 6-8781. The General Tire & Rubber Co.

SMITH, WILLIAM A., 15800 West McNichols Road, Detroit 35, Mich. Broadway 3-2290. Reg. Mgr. Bendix-Westinghouse Automotive Air Brake Div.

OBEE, MILT T., 8799 Lyndon, Webster 3-4801. Arc Equipment Corp., Champion Pneumatic Machine Co., Fox Products Co., Globe Hoist Co.

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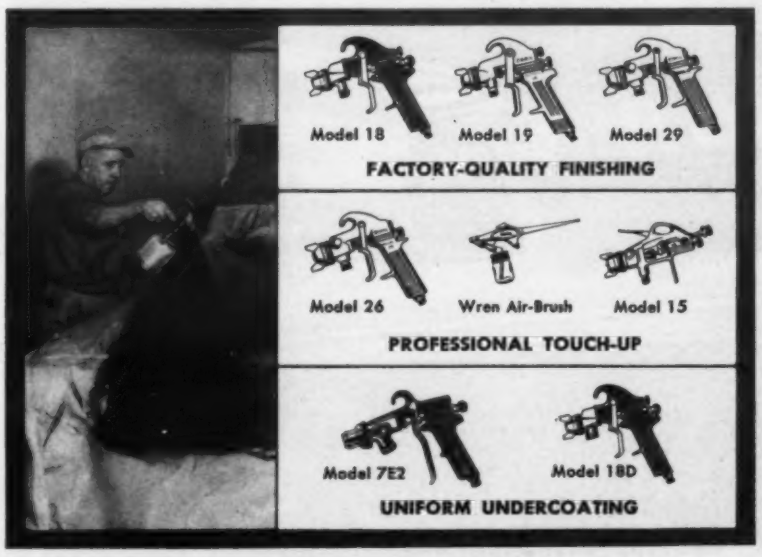

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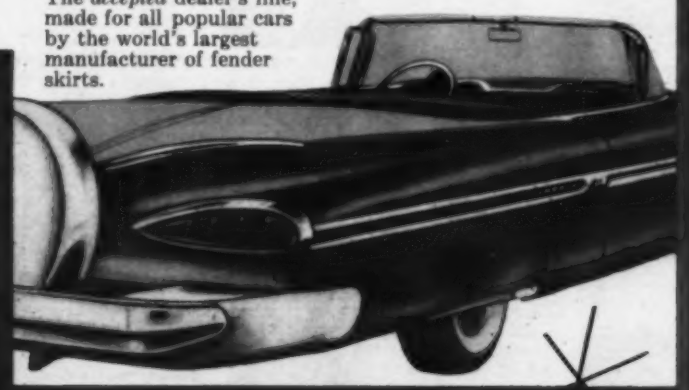

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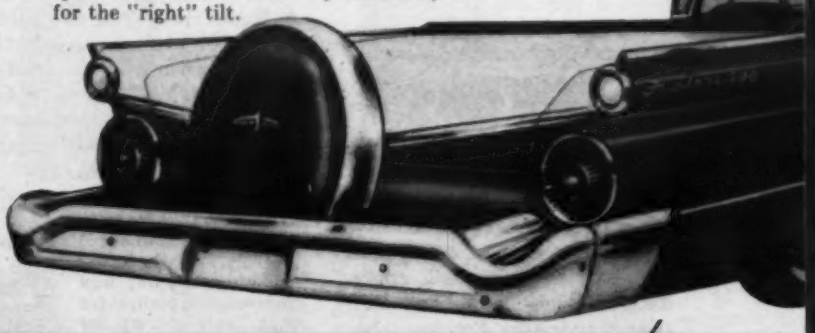

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BUSCHGEN, WILLIAM B., mgr. Detroit Div., Radio Spot Sales, NBC. 1165 Penobscot Bldg., Detroit 26, Mich. Woodward 1-1610.

DYPE, GABRIEL P., 617 Book Bldg, Detroit 26, Mich. Woodward 1-6030. Detroit mgr., Blair-TV and Blair TV Associates.

HAMMEN, JAY L., 28 West Adams Ave., Detroit 26, Mich. Woodward 3-8186. Parade Publication, Inc. Detroit mgr.

KRUG, RICHARD I., 1475 Penobscot Bldg., Detroit 26, Mich. Woodward 5-7260. The Philadelphia Inquirer.

BAKER, JOHN H. JR., 926 Buhl Bldg., Detroit 26, Mich. Woodward 2-1366. Jann & Kelley, Inc.

CARTWRIGHT, WILLIAM H., Mgr. Edward Petry & Co., Inc., 2351 Penobscot Bldg., Detroit 26, Mich. Woodward 3-0125. Representing 57 radio and TV stations.

ERICKSON, ROBERT, Moloney, Regan & Schmitt, Inc., 1680 Penobscot Bldg., Detroit 26, Mich. Woodward 1-1380. Representing 22 newspapers.

HARRIGAN, JOHN F., 1659 Guardian Bldg., Detroit 26, Mich. Woodward 2-4860. Detroit mgr. True Magazine.

LEMPKE, LESLIE C., 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. Publication mgr., Ladies' Home Journal.

BATES, WALLACE E., 1263 Penobscot Bldg., Detroit 26, Mich. Woodward 2-8422. Chicago Tribune.

CAVELL, RICHARD C., 5-118 General Motors Bldg., Detroit 2, Mich. Trinity 5-8711. Detroit mgr., Popular Mechanics Magazine.

FELLOWS, WALDO E., 702 Stephenson Bldg., Detroit 2, Mich. Trinity 5-8216. Representing Sunset Magazine and House Beautiful Supplementary Publications.

HEPLER, CHARLES D., 410 New Center Bldg., Detroit 2, Mich. Trinity 5-9600. Detroit mgr., Advertising Sales Staff, Reader's Digest.

LITLE, THOMAS J., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Time Magazine.

BEST, HIL F., 1009 Park Ave. Bldg. Woodward 2-7298. Vice-pres. in chge. of western operations. Bottinelli - Kimball, Inc. (newspapers); Sole owner Hil F. Best Co., (radio).

CHARNEY, EDWIN, mgr. The Branham Co., 6-235 General Motors Bldg., Detroit 2, Mich. Trinity 1-0440. Representing 22 newspapers.

FRITZ, CHARLES D., 617 Book Bldg., Detroit 26, Mich. Woodward 1-6030. Detroit mgr., John Blair Co.

HOOD, CHARLES C., 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. V.P. of Curtis Pub. Co. and mgr. of Detroit Branch.

LUNDALE, J. W., Ridder-Johns, Inc., 1043 Penobscot Bldg., Detroit 26, Mich. Woodward 1-0123. Detroit mgr. 7 newspapers.

BOYLE, FRANK, 2100 Fisher Bldg., Detroit 2, Mich. TRinity 5-4440. Sales mgr., WJR.

CLOUTIER, STANLEY E., 1775 Penobscot Bldg., Detroit 26, Mich. Woodward 3-9310. Mgr., Story, Brooks & Finlay, Inc.

GENT, ANDREW M., Det. mgr., H-R Representatives, Inc., 1065 Penobscot Bldg., Detroit 26, Mich. Woodward 1-4148. Representing radio and TV stations.

JOBSON, ROBERT A., V.P. and mgr., Detroit office, O'Mara and Ormsbee, Inc., 640 New Center Bldg., Detroit 2, Mich. Trinity 2-2184. Representing 20 newspapers.

LUSK, O. E., 99 W. Bethune, Detroit 2, Mich. Trinity 5-5206. Argosy magazine.

BROWN, J. RODGER, 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. Detroit mgr., The Saturday Evening Post.

CODY, FRED, 8-240 General Motors Bldg., Detroit 2, Mich. Trinity 5-2786. Detroit mgr. Look Magazine.

GRAF, GENE, 803-804 New Center Bldg., Detroit 2, Mich. Trinity 1-2230. Automobile editor, New York Mirror.

JONES, JAMES B., Detroit Manager, Scripps-Howard Newspapers, 5-258 General Motors Bldg., Detroit 2, Mich. Trinity 5-8727. Representing 21 newspapers.

MARSH, HOWARD H., 932 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit Mgr., CBS-TV Spot Sales.

BRYAN, WILLIAM W., vice-pres. and Detroit mgr., Peters, Griffin, Woodward, Inc., Penobscot Bldg., Detroit 26, Mich. Woodward 1-4255. National representatives of radio and television stations.

CUMMINS, JAMES A., 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. Detroit mgr. American Home Magazine.

GROSS, WALTER, NBC television, 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872. Detroit mgr.

KNOX, CORNELIUS V. S. JR., 932 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit sales mgr., CBS Radio Network.

MAYER, BRUCE C., 2351 Penobscot Bldg., Detroit 26, Mich. Woodward 3-0125. Sales Mgr. TV Div. of Edward Petry and Company, Inc.

BURKE, JOHN D., Detroit mgr., Hearst Adv. Service, Inc. 6-234 General Motors Bldg., Detroit 2, Mich. Trinity 5-0188. Representing 11 Hearst newspapers, The Chicago American and Pictorial Sunday Magazine Group.

DENISON, JOHN D. JR., 2810 Book Bldg., Detroit 26, Mich. Woodward 2-2863. Detroit mgr., Popular Science Monthly.

GUNN, JAMES W., 7-248 General Motors Bldg., Detroit 2, Mich. Trinity 5-6672. Detroit mgr., This Week Magazine.

KRAMER, WORTH, 2800 Fisher Bldg., Detroit 2, Mich. TRinity 5-4440. Vice-pres. and gen. mgr. WJR.

McCARREN, KENNETH G., 18th floor, Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. Mgr., Holiday Magazine.

. . . Media Men in Automobile Capital . . .

McDONOUGH, F. J., 5-230 General Motors Bldg., Detroit 2, Mich. Trinity 5-4824. Detroit mgr., American Weekly.

PATTERSON, H. A., 3-223 General Motors Bldg., Detroit 2, Mich. Trinity 1-5262. Detroit mgr., Family Weekly Magazine, Suburbia Today Magazine.

ST. CLAIR, JOHN P., Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Detroit mgr. Life magazine.

STAGG, E. S., Detroit mgr., Kelly-Smith Co., 713 New Center Bldg., Detroit 2, Mich. Trinity 5-4675. Representing 23 newspapers.

VAN HORN, EDWARD JR., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Fortune magazine.

McGILL, EMMETT J., 2810 Book Tower, Detroit 26, Mich. Woodward 2-2863. Mgr., Detroit & Cleveland offices, Outdoor Life Magazine.

PENDRAY, C. C., vice-pres. and Detroit mgr., Ward-Griffith Co., Inc., 6-223 General Motors Bldg., Detroit 2, Mich. Trinity 3-6365. Newspaper representatives.

SCOLARO, J. RAY JR., 306 Stephenson Bldg., Detroit 2, Mich. Trinity 2-4211. Mgr. Detroit office, Chicago Daily News.

STERLING, JOHN L., Cresmer & Woodward, Inc., 627 New Center Bldg., Detroit 2, Mich. Trinity 5-5730. Representing 23 newspapers.

WAYNE, ELMER O., 2800 Fisher Bldg., Detroit 2, Mich. TRinity 5-4440. Vice-pres. sales, WJR.

MENSING, PAUL, mgr. Radio Network Sales Detroit, NBC. 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872.

PEQUINOT, PAUL H., Book Bldg., Detroit, 26, Mich. Woodward 1-6036. Vice-pres., Scheerer & Co. Detroit mgr., Indiana League of Home Dailies, Michigan League of Home Dailies, Ohio League of Home Dailies.

SCOLARO, JOSEPH R., of Scolaro, Meeker and Scott, Inc., 8-241 General Motors Bldg., Detroit 2, Mich. Trinity 2-7810. Representing 10 newspapers and Grit Weekly.

STEVENS, CLARK H., vice-pres., Sawyer-Ferguson-Walker Co., 1630 Guardian Bldg., Detroit 26, Mich. Woodward 2-5005. Representing 23 newspapers.

WEBER, FRED A., The Branham Company, 6-235 General Motors Bldg., Detroit 2, Mich. Trinity 1-0440. Sales mgr. representing 40 radio and television stations.

METZGER, HOYT (RED), 711 New Center Bldg., Detroit 2, Mich. Trinity 2-1661. Newsweek magazine.

PFISTER, ALFRED H., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Representing Time Magazine, Time, Inc.

SHAFER, JACK, mgr., West - Holliday Co. Inc., 821 Penobscot Bldg., Detroit 26, Mich. Woodward 5-6722. Represents daily newspapers in the Pacific Coast, Rocky Mountain and Midwestern states.

STRING, JOHN F., JR., 2304 Guardian Bldg., Detroit 26, Mich. Woodward 5-6380. Detroit Mgr., Farm Journal, Inc.

WESLEY, WALTER P., 1750 Penobscot Bldg., Detroit 26, Michigan. Woodward 1-4056. Detroit mgr., Esquire Magazine.

MILLER, LUKE E., 2214 Fisher Bldg., Detroit 2, Mich. Trinity 3-5790. Meredith Publishing Co., Successful Farming, Better Homes & Gardens.

QUINN, JOHN J., 912 Kales Bldg., Detroit 26, Mich. Woodward 2-5115. Mgr., TV Guide Magazine.

SHEPPARD, CHARLES J., 1172 Penobscot Bldg., Detroit 26, Mich. Woodward 2-3080. Detroit mgr., Shannon & Associates, Inc.

SWATS, ROBERT L., 932 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit mgr., C. B. S. Television Network.

WHITE, ROBERT H., NBC network television, 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872.

NATIONS, KARL, Army Times Publ. Co., 1665 Guardian Bldg., Detroit 26, Mich. Woodward 3-5750.

ROSCH, JACK E., 1826 Buhl Bldg., Detroit 26, Mich. Woodward 3-0930. Detroit mgr., Chicago Sun-Times.

SHURTLIFF, WILLIAM, Booth Michigan Newspapers, 1612 Ford Bldg., Detroit 26, Mich. Woodward 1-0972. Representing 9 newspapers.

SWEENEY, HOWARD B., 5-137 General Motors Bldg., Detroit 2, Mich. Trinity 5-3773. Vice-pres., Outdoor Advertising, Inc.

WILSON, BURTON C., 88 Custer Ave., Detroit 2, Mich. Trinity 2-6030. Sales mgr., National Sign Division, Walker & Co.

OGDEN, WILLIAM, 99 West Bethune, Detroit 2, Mich. Trinity 3-6643. Detroit mgr., Farm and Ranch.

ROSS, JOHN B., 1600 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Time, Inc., mgr., Sports Illustrated.

SMITH, W. WICKHAM, 4727 North Woodward Ave., Royal Oak. Liberty 9-5525. Sports Afield.

TREACY, JOHN C., mgr. Detroit Div., TV Spot Sales, NBC. 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 1-1610.

WOODRUFF, ROBERT N., 741 New Center Bldg., Detroit 2, Mich. Trinity 2-2090. Detroit Mgr., Metropolitan Sunday Newspapers, Inc.

ORTH, FRANK L., 1007 Mutual Bldg., Dptroit 26, Mich. Woodward 3-8321. Sales mgr., Midcentral Div., ABC Television Network.

RUPRECHT, PHILLIP, 856 Penobscot Bldg., Detroit 26, Mich. Woodward 2-1793. Vice-pres., McGraw - Hill Publishing Co.

SPADEA, JOSEPH R., 2107 Book Bldg., Detroit 26, Mich. Woodward 3-2365. Representing Henry I. Christal Co., Radio Station representatives. Detroit mgr.

UNDERWOOD, ARTHUR J. JR., Detroit mgr., The Katz Agency, Inc., 3166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-8420. Representing newspapers, farm papers, radio and TV.

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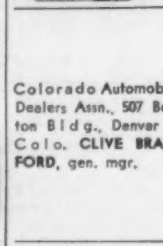
Cleveland Automobile Dealers Assn., 1300 Schofield Bldg., 2014 East 9th St., Cleveland 15, Ohio. R. EARL BURROWS, exec. vice-pres.

Idaho Automobile Dealers Assn., 308 Bank of Idaho Bldg., Boise, Id. LEON L. WEEKS, secretary.

Arizona Automobile Dealers Assn. 411 N. Central Ave. - Suite 622 Phoenix, Arizona - CLINTON A. STEINHOFF, manager.

Brooklyn & Long Island Automobile Dealers Assn., 268 Ashland Place, Brooklyn 17, New York. PETER A. GORDON, exec. vice-pres.

Motor Car Dealers Assn. of Southern California, 8721 Sunset Blvd., Suite 300, Los Angeles, Calif., CHARLES H. ELMENDORF, executive secretary.



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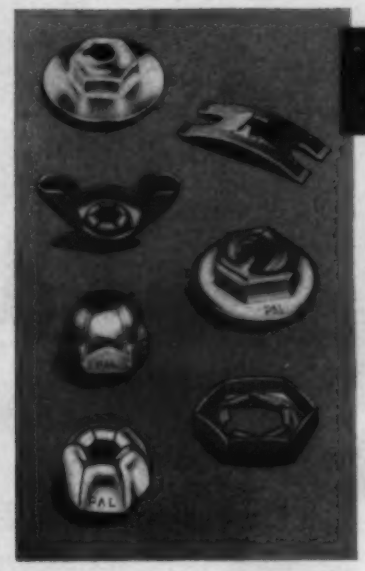

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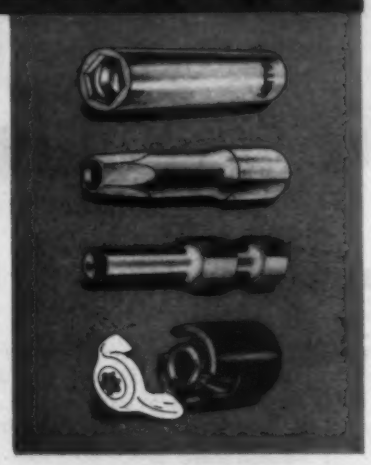

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Georgia Automobile Dealers Assn., 202-203-204 Peachtree Arcade Bldg., Atlanta 3, Ga., LEWIS L. AUSTIN, executive vice-pres.

Maine Automobile Dealers Assn., Inc., 4 Washington St., Auburn, Me., P. O. Box 270, WILLIAM V. HOOD, manager and clerk of corporation.

Honolulu Motor Car Dealers Assn., 2131 Pililaine, P. O. Box 1872, Honolulu 5, Hawaii. ROBERT T. CARSON, executive sec., dir. A.T.A.M.

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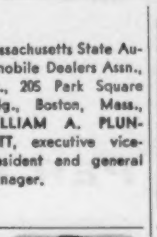

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Minnesota Automobile Dealers Assn., 270 Griggs - Midway Bldg., St. Paul 4, Minn. **LEO B. FARICY**, gen. mgr.

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Nebraska New Car Dealers Assn., 342 Brandeis Theatre Bldg., Omaha, Nebr. **DALE L. PAYNE**, Mgr.

New Hampshire Automobile Dealers Assn., 12 Park St., Concord, N. H. **THOMAS F. McKOAN**, exec. vice-pres.

New Jersey Automotive Trade Assn., 40 Park Place, Newark 2, N. J., **OTTO P. HENNEBERGER**, business manager.

New Mexico Automotive Dealers Assn., 202 Tower Bldg., 510 Second St., N. W., Albuquerque, New Mexico. **NELSON T. TURNER**, gen. mgr.

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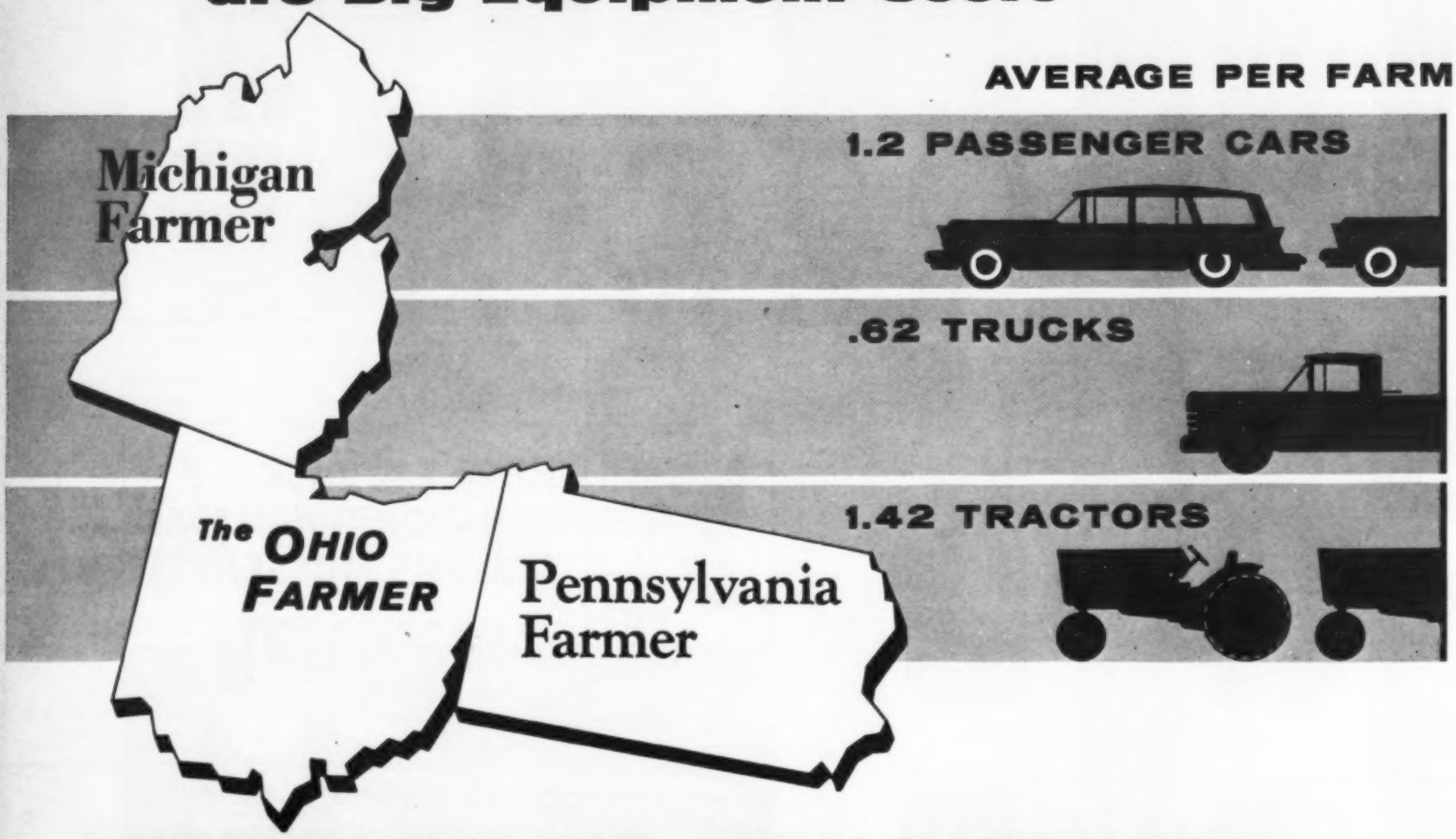

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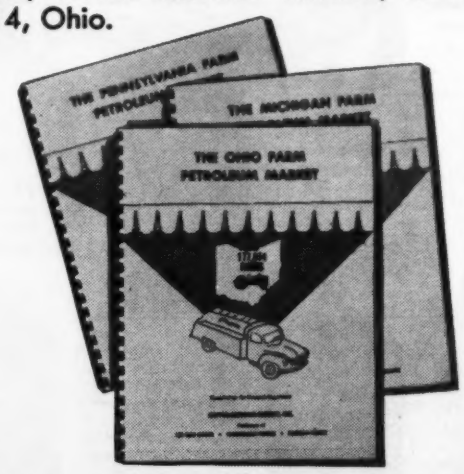

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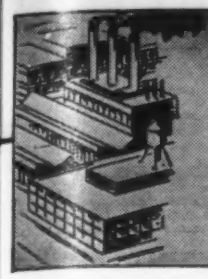

WHO'S WHO IN THE AUTOMOTIVE INDUSTRY

A Complete Roster of the Manufacturers of Passenger Cars, Trucks, Parts and Accessories, Products Made, Officers, Detroit Representatives and Advertising Agents

In revising its Who's Who listing for this Almanac, Automotive News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. We would appreciate having any errors called to our attention so that they may be corrected in later issues.—The Editors.

A

AC SPARK PLUG DIV. of General Motors, 1300 N. Dort highway, Flint 2, Mich. Air cleaners and gauges; ammeters, carburetor intake silencers, crankcase breathers; flexible shaft assemblies; fuel oil filters; fuel and vacuum pumps; fuel strainers; gasoline gauges, strainers; ignition cable terminals; instruments, instrument panels; oil filters; elements; oil gauges; radiator pressure caps; spark plugs, cleaners, tools; testers; speedometers, speedometer and tachometer drive adaptors; tachometers; thermo gauges; vacuum pumps; voltmeters. Joseph A. Anderson, gen. mgr.; H. L. Curtis, wks. mgr.; S. O. Pratt, compt.; Edgar H. Francois, gen. sales mgr., replacement products; W. C. Lee, dir. of dist. and mktg.; W. J. Oldfield, dir. adv. and sales prom.; Robert S. Johanson, dir. of pub. rel.; C. Harold Munson, dir. prod. service; Joseph K. Decker, dir. of purch.; G. R. Fitzgerald, dir. of engng. and equip. sales; W. A. Bychinsky, chf. engr., automotive products; J. T. Rausch, asst. chief engr. chge. motor group; L. W. Tobin, jr., mgr. Milwaukee operations; J. A. McDougal, asst. chf. engr. instrument group; Karl Schwartzwalder, dir. of research; R. H. Estes, dir. of indl. relations; G. A. Smith, prod. control mgr.; H. L. Roat, mfg. mgr.; L. M. Steward, dir. of quality control; C. L. Johnson, dir. of production engng.; O. F. Frost, mgr. equip. sales; M. B. Price, dir. military sales and contracts. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. V. W. Canever, acct. exec.

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ACCURATE PRODUCTS, INC., 720 E. Washington st., Indianapolis 2, Ind. Gas tank caps, battery holdowns, uni. joint parts, brake shoe parts, water dist. tubes, metal stampings. Chas. H. Woods jr., pres. and treas.; G. B. Johnson, vice-pres.; Mary F. Woods, secy.; H. Olvey, wks. mgr. **Det. Rep.**—B. L. Maas, **Adv. Agcy.**—Gary Ruben Co., Indianapolis, Ind.

ACCURATE-RENU CLUTCH DIV., 168 N. Michigan Ave., Chicago 1, Ill. Clutch sets, clutch plates; clutch parts, pressure plates, rebuilding equipment, service tools; C. A. Klaus, dir. of sales; M. Robt. Wolfson, adv. and sales prom. mgr.

ACE RUBBER PRODUCTS, INC., 100 Beech st., Akron 8, O. Front and rear replacement auto mats; accessory mats, garage floor mats, truck fender flaps, automotive matting. C. J. Snyder, pres.; C. N. Jenkins, vice-pres., sales mgr.; R. N. Turgeon, secy., treas.; H. J. Ammons, asst. sales; John Schoonover, pur. agt.; Eldon Bowyer, traffic mgr. **Det. Rep.**—Elmer Church, 804 South West ave., Jackson, Mich. **Adv. Agcy.**—Fred Bock Advertising Agency, Akron, O.

ACHESON COLLOIDS CO., Div. of Acheson Industries, Inc., 1935 Washington ave., Port Huron, Mich. Dispersions, lubricants, colloidal graphite. Howard A. Acheson, pres.; R. Szymanowitz, exec. vice-pres.; P. C. Buck, M. W. Reynolds, vice-presidents; J. C. Sprague, secy.-treas.; L. H. Miller, cont. and pur. agt.; Dr. H. J. Dawe, research dir.; A. Olsson, sales mgr. **Det. Rep.**—F. Zajac, 415 Brainard. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. Gustav Richter, acct. exec.

ACKLIN STAMPING Div of Tecumseh Products Co., 1925 Nebraska ave., Toledo 7, O. Stampings and pressed metal assemblies, including brake supports, transmission and clutch parts. Alvin E. Seeman, gen. mgr.; Ralph Meyer, treas.; Harry F. Smith, vice-pres.; R. K. Sterling, sales mgr.; Carl Recker, pur. agt.; Robert Braunschweiger, asst. pur. agt.; Philip C. Wood, wks. mgr.; Paul Welzbacher, traf. mgr.

ACME AIR APPLIANCE CO., INC., 205 Newman st., Hackensack, N. J. Valve cores, tire pressure gauges, driveway signals, airline gauges, valve caps, air storage tanks, couplings, fittings, vulcanizers, drain cocks, signal tubing, air hose, rubber and brass valves, tubeless and for tubes; fishing tools, couplers. Harry Perlman, pres., gen. mgr., pur. agt.; Paul Jerome Perlman, sales mgr.; Morris Perlman, treas.; S. Garr, office mgr.; Paul Jerome Perlman, pub. rel. and adv. mgr.; Paul Schmid, chief engr. **Det. Rep.**—Mark L. Berman, 2722 Webb ave. **Adv. Agcy.**—Marvic Co., 861 Manhattan ave., Brooklyn 22, N. Y.

ACME INDUSTRIAL CO., 200-222 North Laflin st., Chicago 7, Ill. Standard drill jig bushings, carbide drill jig bushings dowel pins, micrometers, bench centers, hardened and ground parts and assembly to order. Adam Gabriel, pres.; Verne E. Milde, vice-pres., secy.; Adam F. Gabriel, vice-pres. engrg. and prod.; Warner T. Bracken, vice-pres., sales; Jack Johnson, bushing sales mgr.; Ken Larson, engrg. sales mgr.; Oliver Johnson, Hydrive sales mgr.; Arthur G. Kozacka, chief engr.; Eric Ladewig, factory supt.; Ronald Farrell, pur. agt.; Gerald Cichon, ind. rel. mgr. **Det. Rep.**—Superior Detroit Co., 8530 Grand River ave., Detroit 4, Mich. **Adv. Agcy.**—Henri, Hurst & McDonald, 220 N. LaSalle st., Chicago, Ill. Ken Ricketts, acct. exec.

ACME QUALITY PAINTS, INC., 8250 St. Aubin ave.; Detroit 11, Mich. For production use: primers, surfacers, metallic finishes in lacquer and synthetic quality, lacquer enamels, synthetic enamels. For refinishing; undercoats, synthetic enamels, lacquers, proxlin lacquers, fleet-x synthetic enamels. A. W. Steudel, pres.; G. H. Robertson, vice-pres., gen. mgr.; W. A. Hoyer, asst. treas. and comptroller: A. H. MacNabo, secy. and gen. credit mgr.; H. D. Lester, treas.; J. A. Hutchinson, prod. mgr.; L. J. O'Doherty, dir. of auto. sales; A. W. Stern, gen. sales mgr. automotive refinishing sales; F. J. Schulte, adv. prom. mgr.; A. Fortune, sales prom. mgr.; G. H. Hicks, factory mgr.; Leonard Smith, plant engr.; J. Hart, A. Saunders, asst. purch.; G. Parsons, traf. mgr. **Adv. Agcy.**—Holden, Chapin, LaRue, Detroit, Mich.

ACME RUBBER MFG. CO., 5024 Hampton st., Los Angeles, Calif. Factories—Trenton 6, N. J. Complete line of automotive rubber products including flexible radiator hose, fan belts, air intake and defroster hose, air brake and vacuum booster brake hose, truck splash guards, steam cleaner hose, service station air hose, garage exhaust hose and all types of gasoline and water hose, etc. A. M. Kahn, pres.; L. J. Howell, vice-pres. and gen. mgr.; Bob Weber, works mgr.; J. V. Carlin, gen. sales mgr.; M. J. Weintraub, automotive sales mgr.; B. W. Ross, Western Div. mgr.

ACME SPECIALTY MFG. CO., THE, Smead and Monroe, Toledo 6, O. Car, truck and bus mirrors. Robert T. Skilliter, pres. and sales mgr.; J. Milton Hannes, vice-pres.; Walter J. Bohn, chief engr. and pur. agt.; I. Heger, asst. sls. mgr.; Donald B. Skilliter, prod. mgr.

ADELL CO., 7500 Intervale, Detroit 38, Mich. Dor-Gards (molding on edge of door), windshield washer solvent. R. Adell, pres.; F. Adell, vice-pres. and secy.-treas.; M. Adell, secy.; M. Jacobs, sales mgr. **Adv. Agcy.**—Schurgin & Associates, Detroit, Mich. A. Schurgin, acct. exec.

ADRONICS, INC., 271 Grove Ave., Verona, N. J. Auto radio antenna, commercial antenna, high and low frequency, support masts up to 50 ft., patch cord and cable assembly, Courtesy, trunk and glove compartment lights. W. A. Robinson, pres. & sales mgr.; E. L. Robinson, secy.; G. L. Burggraf, vice-pres.; William F. Lampe, treas. and purch. agent.

AD-SELLS SPECIALTY CO., 37 Hillside ave., Hillside, Ill. Key cases and advertising specialties for automobile dealers. M. E. Frost, owner; George Dunn, gen. mgr.; L. S. Baker, adv. mgr.

AEROIL PRODUCTS CO., INC., Wesley st., South Hackensack, N. J. Steam cleaners, hot and cold dip cleaning tanks, vapor degreasers, automotive spray outfits, radiator descalers, radiator test benches, metal parts washers. M. M. Yarrington, dir. of sales.

AERONCA MANUFACTURING CORP., 1712 Germantown rd., Middletown, O. Manufacturer of airframe components, assemblies and parts; jet engine components and assemblies; specializes in metal bonding, and fabrication of brazed stainless steel honeycomb elements. Electronic development and production at Baltimore Division, Hilltop and Frederick rds., Baltimore 28, Md. Subsidiary: Aeronca-California Corp., 5651 West Century blvd., Los Angeles 16, Calif. George M. Ebert, vice-pres. and gen. mgr.; John A. Lawler, pres.; S. H. Badgett, vice-pres., operations; S. J. Kuderer, secy.-treas. and head administrative services; R. F. Hermes, vice-pres., technical services; C. G. Felix, vice-pres. and systems mgr.; R. M. Paul, dir. materials; Len Kahny, purch. agt.

AEROQUIP CORP., 300 South East ave., Jackson, Mich. Flexible hose assemblies, reusable fittings, self-sealing couplings, breakaway couplings. Peter F. Hurst, pres.; Charles Hollerith, vice-pres.; F. W. Corwin, secy.; B. A. Main jr., vice-pres., engrg.; Wayne G. English, treas.; W. F. Rogge, vice-pres. and gen. mgr. of Industrial Division; Kent Manning, vice-pres. and gen. mgr., Jackson div.; J. R. Roberts, adv. mgr.; W. Cowan, traf. mgr. **Adv. Agcy.**—The Fred M. Randall Co., Detroit, Mich.

AETNA BALL AND ROLLER BEARING CO., Div. of Parkersburg-Aetna Corp., 4600 Schubert ave., Chicago 39, Ill. Standard and special ball thrust bearings, angular contact bearings, ball retainers, hardened and ground washers, sleeves, bushings, cylindrical roller bearings, rollers and miscellaneous precision parts. J. J. Rozner, exec. vice-pres.; H. F. Wendt, sales dept. mgr.; J. E. Dillon, chief engr.; H. V. Fox, plant supt.; G. M. Karm, pur. agt.; K. R. Cowan, plant mgr. **Det. Rep.**—Sam T. Keller, 1212 Fisher bldg. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago, Ill. H. N. Baum, acct. exec.

AINSWORTH PRECISION CASTINGS CO., div. Harsco Corp., 3200 Guardian bldg., Detroit 26, Mich. Stampings, rollforming, production machining, painting, plating and buffing, experimental and development. James F. McDonnell, jr., exec. vice-pres.; John A. McAuliffe, asst. gen. mgr.; Forbes Howard, gen. sales mgr.; Robert Thomson, cf. engr.; D. Simmons, dir. of purch.

AIR ASSOCIATES (Div. of Electronic Communications, Inc.) AC-DC motors, AC clutch brakes, AC generators, liquid-vapor sensing devices, seat belts. F. W. Godsey, jr., pres.; C. A. Sereno, exec. vice-pres. and gen. mgr.; Division headquarters: St. Petersburg, Fla.

AIR LIFT CO., 2330 W. Main st., Lansing, Mich. Air lift air springs for overloads and sagging springs of passenger cars and pickup trucks; air spring safety controls for front end of passenger cars. L. C. Pemberton, pres.; R. C. Pemberton, vice-pres.; B. W. Dietz, asst. secy.; G. W. Moody, engr.; R. M. Friedlund, Roy H. Crissey, John H. Logan, reg. sales mgrs.

AIR REDUCTION SALES CO., Div. of Air Reduction Co., Inc., 150 East 42nd st., New York 17, N. Y. Industrial gases, gas and arc welding equipment. R. E. Lenhard, pres.; Dr. A. Muller, vice-pres.; H. F. Henriques, vice-pres.; R. S. Schmidt, dealer development mgr.; L. D. T. Berg, mktng. mgr., equip.; A. V. Scherer, adv. and sls. prom. mgr. **Det. Rep.**—R. A. Jamieson, Dist. Mgr., 2994 East Grand blvd. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. C. W. Gulbransen, acct. exec.

AIRCOOLED MOTORS, INC., Liverpool rd., Syracuse 8, N. Y. Air-cooled aircraft engines. C. F. B. Roth, pres. and dir.; R. B. Wilkinson, secy-treas.; C. H. Bennum, sales mgr.; R. W. Conkle, wks. mgr.; V. J. Mecca, serv. mgr.; A. K. Stevens, pur. mgr.; J. Cregah, chief engr.; W. G. Cobb, ind. rel. mgr. **Adv. Agcy.** — Richard and Webb, Syracuse, N. Y.

AIRCRAFT SPECIALTIES, INC., 415 Howard st., Lapeer, Mich. Mechanics hand service tools. Warren Shaw, pres.; Reginald McDonald, vice-pres.; Zeta M. Shaw, secy.-treas.

AIRGUIDE INSTRUMENT CO., 2210 Wabansia, Chicago 47, Ill. Auto compasses, altimeters. A. L. Stemwedel, pres.; Fred D. Eckert, vice-pres., sales mgr.; William Jarvis, adv. mgr.; Howard Taylor, chief engr.; Paul Schroeder, pur. agt. **Adv. Agcy.**—MacCowan Advertising Agency, Glenview, Ill. Hervey L. MacCowan, acct. exec.

AIR-MAZE CORP., 25000 Miles rd., Cleveland 28, O. Air and fuel filters, intake silencers, exhaust spark arresters, backfire flame arresters, electrostatic precipitators, lube oil strainers. O. H. Schaaf, pres. and gen. mgr.; G. M. Walton, exec. vice-pres.; L. M. Henton, secy.; H. H. Schaaf, treas.; P. C. Hungerford, vice-pres.; W. B. Watterson, vice-pres. sales; J. M. Clem, sales mgr.; A. F. Siers, mgr., Automotive Equipment Div.; R. E. Brown, chief engr.; J. Carson, dir. of

(Continued)

Auto Industry Associations

AIR COMPRESSOR RESEARCH COUNCIL, 27 East Monroe, Chicago 3, Ill. *Executive Secretary, H. P. Dolan.*

AMERICAN AUTOMOBILE ASSN., 1712 G St., N. W., Washington 6, D. C. *Executive Vice-President, Russell E. Singer.*

AMERICAN FINANCE CONFERENCE, Suite 1250, 176 W. Adams St., Chicago 3, Ill. *Executive Vice-President, Thomas W. Rogers.*

AMERICAN IRON AND STEEL INSTITUTE, 150 East 42nd St., New York 17, N. Y.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y. *President, Frank M. Porter.*

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Rackham Memorial Bldg., Detroit 2, Mich. *President, Russell M. Cooper.*

AMERICAN TRUCKING ASSNS., INC., 1424 16th St., N.W., Washington 6, D. C. *Managing Director, John V. Lawrence.*

ASSN. OF AMERICAN BATTERY MANUFACTURERS, INC., 19 North Harrison St., East Orange, N. J. *Executive Secretary, S. F. Morris.*

AUTOMOBILE MANUFACTURERS ASSN., 320 New Center Bldg., Detroit 2, Mich. *Managing Director, Harry A. Williams.*

AUTOMOTIVE ACCESSORIES MANUFACTURERS OF AMERICA, One Bala Ave., Bala-Cynwyd, Pa. *Manager, Herman L. Erlichman.*

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 17 W. 60th St., New York 23, N. Y. *Executive Secretary, Ed L. Lee.*

AUTOMOTIVE BOOSTER CLUBS INTERNATIONAL, INC., 55 E. Washington St., Chicago 2, Ill. *Executive Secretary, Miss Gretchen E. Rider.*

AUTOMOTIVE ELECTRIC ASSN., 16223 Meyers Rd., Detroit 35, Mich. *Executive Secretary, J. Howard Reed.*

AUTOMOTIVE ENGINE REBUILDERS ASSN., 901 Roosevelt Bldg., Indianapolis 4, Ind. *Executive Vice-President, R. G. Patterson.*

AUTOMOTIVE OLD TIMERS, INC., 1780 Broadway, New York 19, N. Y. *President, A. W. Herrington.*

AUTOMOTIVE SAFETY FOUNDATION, INC., 200 Ring Bldg., Washington 6, D. C. *President, J. O. Matson.*

AUTOMOTIVE SERVICE INDUSTRY ASSN., P. O. Box 5814, Chicago 80, Ill. *Co-Executive Secretaries, S. W. Ruark and J. L. Wiggins.*

AUTOMOTIVE TRADE ASSN. MANAGERS, 60 Park Place, Newark 2, N. J. *Secretary-Treasurer, Otto Hönneberger.*

BRITISH AUTOMOBILE MANUFACTURERS ASSN., INC., 17 East 54th St., New York 22, N. Y. *Vice-President, Secretary-Treasurer, John Dugdale.*

CANADIAN AUTOMOTIVE WHOLESALERS' & MANUFACTURERS' ASSN., 1355 Wellington St., P. O. Box 3097, Station C, Ottawa 3, Ontario, Canada. *Executive Vice-President, T. H. Whellams.*

COMMITTEE ON PUBLIC AFFAIRS OF The American Petroleum Institute, 50 W. 50th St., New York 20, N. Y. *Publicity Director, J. Richard Shaner.*

ELECTRIC TOOL INSTITUTE, 318 Henrietta St., Kalamazoo 5, Mich. *Executive Manager, L. F. Woolman.*

EQUIPMENT AND TOOL INSTITUTE, 318 Henrietta St., Kalamazoo 5, Mich. *Executive Manager, L. F. Woolman.*

HORSELESS CARRIAGE CLUB OF AMERICA, 7730 So. Western Ave., Los Angeles 47, Calif. *Executive Secretary, Truman O. Welch.*

INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, INC., 1200 18th St. N.W., Washington 6, D. C. *Managing Director, M. R. Darlington, Jr.*

INTERNAL COMBUSTION ENGINE INSTITUTE, Room 914, 201 N. Wells St., Chicago 6, Ill. *Executive Secretary, Charles G. Spies.*

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 270 West 57th St., New York 19, N. Y. *General Manager, Frederic J. Lenning.*

MOTOR AND EQUIPMENT WHOLESALERS ASSN., 389 W. Jackson Blvd., Chicago 6, Ill. *General Manager, S. W. Ruark.* (See AUTOMOTIVE SERVICE INDUSTRY ASSN.)

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, 42 S. Peninsula Dr., Daytona Beach, Fla. *Executive Manager, Pat Purcell.*

NATIONAL ASSN. OF MOTOR BUS OPERATORS, 839 17th St., N.W., Washington 6, D. C. *Secretary-Manager, A. W. Koehler.*

NATIONAL ASSN. OF TAXICAB OWNERS, 803 Leader Bldg., Cleveland 14, O. *Secretary, H. I. Gwilym.*

NATIONAL AUTO AUCTION ASSN., 803 So. Columbia St., Frankfort, Ind. *Executive Secretary, Bernard Hart.*

NATIONAL AUTO & TRUCK WRECKERS ASSN., INC., 18 Second Ave., S., San Mateo, Calif. *Managing Director, Ray Morris.*

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 1000 Connecticut Ave., Washington 6, D. C. *General Manager, W. A. Bresnahan.*

NATIONAL AUTOMOBILE DEALERS ASSN., 2000 K. St., N. W., Washington 6, D. C. *General Counsel, James C. Moore.*

NATIONAL AUTOMOTIVE PARTS ASSN., 29 East Madison St., Chicago 2, Ill.

NATIONAL HIGHWAY USERS CONFERENCE, National Press Bldg., Washington 4, D. C. *Director, Arthur C. Butler.*

NATIONAL INDEPENDENT AUTOMOBILE DEALERS ASSN., 1413 K. St., N. W., Washington, D. C. *Executive Vice-President, Robert J. McKinsey.*

NATIONAL STANDARD PARTS ASSN., 148 North Michigan Ave., Chicago 1, Ill. Washington D. C. Office: 1001 Connecticut Ave., N.W., Suite 1138. *Executive Vice-President, J. L. Wiggins.* (See AUTOMOTIVE SERVICE INDUSTRY ASSN.)

NATIONAL TIRE DEALERS AND RETREADERS ASSN., INC., 1012 14th St., N. W., Washington 5, D. C. *Executive Secretary, Winston W. Marsh.*

NATIONAL TRUCK LEASING SYSTEM, 23 East Jackson Blvd., Chicago 4, Ill. *Executive Director, Martha Dunlap.*

NATIONAL WHEEL AND RIM ASSN., 3663 Forest Park Ave., St. Louis 8, Mo. *Secretary-Treasurer, H. M. Young.*

NATURAL RUBBER BUREAU, 1631 K St., N. W., Washington 6, D. C. *President and Treasurer, H. C. Bugbee.*

PRIVATE TRUCK COUNCIL OF AMERICA, INC., 714 Shoreham Bldg., Washington 5, D. C. *Managing Director, James D. Mann.*

RUBBER MANUFACTURERS ASSN., 444 Madison Ave., New York 22, N. Y. *President, R. R. Ormsby.*

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 485 Lexington Ave., New York 17, N. Y. *General Manager, John A. C. Warner.*

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, LTD., (Great Britain), 17 East 54th St., New York 22, N. Y. *North American Representative, John Dugdale.*

TIRE AND RIM ASSN., THE INC., 2001 First National Tower, Akron 8, O. *Executive Vice-President, C. G. Hoover.*

TRUCK BODY AND EQUIPMENT ASSN., INC., 401-402 Washington Board of Trade Bldg., 1616 K St., N.W., Washington 6, D. C. *Executive Manager, Arthur H. Nuesse.*

TRUCK-TRAILER MANUFACTURERS ASSN., INC., 710 Albee Bldg., Washington 5, D. C. *Managing Director, John S. Hulse.*

Who's Who in the Auto Industry

(Continued)

pur. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O. Wm. Pellich, acct. exec.

AIRTEMPT DIV., Chrysler Corp., 1610 Webster st., Dayton, O. Heating, cooling, refrigeration equipment, automotive air conditioning unit. P. M. Augenstein, pres.; J. B. Ogden, vice-pres. chge. of sales; P. W. Wyckoff, chf. engr. and dir. prod.; R. J. Schumann, dir. mfg.

AIRTEX PRODUCTS, INC, (Airtex and Master Div.) Fairfield, Ill. Fuel pumps, water pumps, hydraulic brake cyclinder and parts, tie rod ends and drag links, front suspension parts, front wheel bearings, king bolts, Dom Monge, pres.; Wm. Atkins, secy.; R. T. Caveny, treas.; Hubert Songer, works mgr.; Frank J. Schreiner, sales mgr. (Airtex Div.); Jack L. Roberts, sales mgr. (Master Div.); Max Scott, adv. mgr.; John Foster, cf. engr.; Mel Spencer, Dir. of Materials; Adolph Krauss, traffic mgr. **Det. Rep.**—Grantello Sales Co., Cleveland, O. **Adv. Agcy.**—Waldie & Briggs, Chicago, Ill.

AKRO-MILS, INC., P. O. Box 989, Akron 9, O. Small parts storage cabinets, portable air vacuum cleaner. I. C. Myers, secy., sales mgr.; E. Walter, wks. mgr., chief engr.; **Adv. Agcy.**—Hesselbart & Mitten, Akron 8, O. Robt. Mitten, acct. exec.

AKRON PAINT & VARNISH CO., Box 2765, Akron 1, O. White tire paint, white sidewall cleaner, Wm. M. Beck, pres.; S. A. Breitenstein, secy.; J. P. Murphy, purch. agent. **Adv. Agcy.** — McDaniel-Fisher and Spelman Co., Akron, O.

AKRON SELLE CO., 451 S. High st., Akron 11, O. Metal stampings and assemblies. J. B. Hower, pres., gen. mgr., pur agt.; G. H. Crawford, vice-pres., treas.; M. A. Hower, secy.; Malcolm Rowan, sales mgr.; B. R. Hower, wks. mgr.

ALAN WOOD STEEL CO., Conshohocken, Pa. Abrasive rolled steel floor plate, AW super diamond pattern floor plate, iron powder, hot rolled and cold rolled strip and sheets, sheared plate, pig iron. Perco Div., lockers, cabinets, shelving. H. R. Wood, pres.; J. T. Whiting, chmn. of bd.; H. W. Read, vice-pres.; P. L. Francis, vice-pres., marketing; W. E. Boger, vice-pres., operations; W. M. Webb, treas.; L. G. Campbell, compt.; W. B. Cashmore, secy.; J. T. Root, adv. mgr.; F. C. Schoen, chief eng.; Clinton Bishop, purch. agent; C. X. Coyle, traffic mgr. **Det. Rep.**—Frank L. Uhas & Co., 427 New Center Bldg. **Adv. Agcy.** — Doremus-Eshleman Co., 1616 Walnut st., Philadelphia 3, Pa. E. Howard York, III, acct. exec. The Aitkin-Kynett Co., 1400 S. Penn Square, Philadelphia 2, Pa. C. W. Eigenbrot, acct. exec.

ALBERTSON & CO., INC., 3100 Lowell, Sioux City 3, Ia. Electric drills, hole saws, bench grinders, sanders, polishers, valve equipment, valve grinding machines, electric and air impact tools, H. A. Jacobsen, vice-pres. and gen. mgr.; D. E. Jacobsen, secy.; H. E. Jacobsen, treas.; F. O. Albertson, vice-pres. and prod. mgr.; G. M. Moore, sales mgr.; G. Jensen, serv. mgr.; M. Anderson, pur. agt.; **Det. Rep.**—A. L. Fisher, 2289 Oakway drive, Pontiac, Mich. **Adv. Agcy.**—C. W. Stevenson & Associates, Minneapolis, Minn.

ALBION MALLEABLE IRON CO., No. Albion st., Albion, Mich. Production manufacturer of ferritic and pearlitic malleable sand cast or shell cast castings to the following specifications: ferritic malleable, pearlitic malleable, spher-a-steel. C. L. Carter, pres. and gen. mgr.; T. T. Lloyd, vice-pres., mktg.; G. R. Lloyd, secy-treas.; J. W. Hallock, sales mgr.; F. B. Rote, technical dir.; J. B. Palmer, mgr., special prod.; A. A. Behling, controller; F. V. Jasienski, oper. mgr.; R. H. Dobbins, mgr., engrg.; R. L. Daniels, dir. of per. and pub. rel.; D. E. Dice, purch. agt.; N. J. Jacobs, super. prod. planning. **Adv. Agcy.**—Rumsey and Associates, Albion, Mich. Jon Rumsey, acct. exec.

ALDRIDGE INDUSTRIAL OILS, INC., 3401 W. 140th st., Cleveland 11, O. Cutting, grinding, quenching and tempering, soluble and thread grinding oils; special lubricants; rust preventives; drawing compounds; automotive and industrial greases; heat treating products. Frank M. Aldridge, pres.; Numan Squire, vice-pres.; B. A. Gray, secy.; O. K. Aldridge, treas. **Adv. Agcy.**—Frank Wulf Adv., Cleveland, O.

ALEXANDER AUTO HEADLINING CO., 5442 Monte Vista st., Los Angeles 42, Calif. Automobile headlinings. Andrew Alexander, pres.

ALEXANDER-TAGG INDUSTRIES, Jacksonville rd., Hatboro, Pa. Mufflers, heavy duty for trucks, buses, etc., wheel dollies. E. N. Alexander, pres. and gen. mgr.; E. R. Alexander, vice-pres.

ALF-HERMAN CORP., formerly The Herman Body Co. (subsidiary of American LaFrance, Elmira, N. Y.) 4400 Clayton ave., St. Louis, Mo. Refrigerated, standard forward control and custom built bodies, rear unit van type delivery bodies, deck, pallet and trailer bodies for bottlers and brewers, Joseph C. Esher, vice-pres. and gen. mgr.; W. C. Irish, gen. sales mgr.; I. W. Busse, asst. gen. sales mgr.; W. Kowalczyk, contr.; E. W. Plew, chief engr.; E. Brewer, prod. mgr.; F. Nischbach, plant supr.; B. Mayfield, div. sales mgr.; Geo. Hansell, purch. agt. **Adv. Agcy.**—Martine Flaugher, cable address Alf-Herman Corp.

ALL-POWER MANUFACTURING CO., 400 Roosevelt ave., Montebello, Calif. Ridge reamers, piston groove cleaners and several specialized Ford tools. Margaret E. Danielson, pres.; S. R. Alger, vice-pres., gen. mgr.; E. J. Redding and R. W. Burnham, sales. **Adv. Agcy.** — Darwin Clark, Los Angeles, Calif.

ALLEGHENY LUDLUM STEEL CORP., Oliver bldg., Pittsburgh 22, Pa. Steel: stainless, tool, electrical, valve, special alloy; carbide metals. H. G. Batcheller, chmn.; E. J. Hanley, pres.; S. A. McCaskey, jr., secy.; C. W. King, exec. vice-pres.; W. B. Pierce, vice-pres. of sales; R. S. Ahlbrandt, treas.; C. B. Templeton, adv. mgr.; Emil Kern, vice-pres., engrg.; C. B. Pollock, vice-pres. mfg. planning and policy; M. J. Graham, vice-pres., prod.; L. H. Bittner, vice-pres., purch.; J. E. Groves, vice-pres. of ind. rel.; N. W. Hayson, pur. agt.; L. A. Deringer, traf. mgr.; J. D. Paulus, dir. pub. rel.; R. A. Lincoln, vice-pres. and tech. dir. **Det. Rep.**—I. R. Kittle, 1500 Jarvis ave., Ferndale 20. **Adv. Agcy.** —W. S. Walker Adv., Inc., Pittsburgh 22, Pa. E. L. Leet, acct. supr.

ALLEN ELECTRIC & EQUIPMENT CO., 2101-17 N. Pitcher st., Kalamazoo 13F, Mich. Automotive testing and servicing, and battery charging equipment. Wade W. Allen, pres.; Lynn C. Brendel, gen. sales mgr.; F. M. VanCampen, dir of engrg.; E. Johnson, secy.-treas.; V. J. Guiffre, field sales mgr.; Gerald L. Harmanson, adv. mgr.; James E. Donahue, dir. of pur. **Det. Rep.**—T. W. Dunn, 33035 E. Jefferson, St. Clair Shores, Mich.

ALLEN INDUSTRIES, INC., 1927 Leland st., Detroit 7, Mich. Automotive cotton products — batts and pads; automotive jute felt—sound deadeners, floor mats and insulators; automotive trim conversion; automotive door panels and vinyl-tuft products. S. J. Allen, chmn. of bd.; J. J. Tobias, pres.; H. C. Allen, exec. vice-pres.; O. A. Markus, vice-pres.; D. Schimmel, vice-pres.; R. G. Olson, vice-pres.; Ben Stone, vice-pres.; R. D. Kemp, vice-pres. dir. automotive and defense sales div.; Ed Cyr, vice-pres., manufacturing; Harold Rossano, traf. mgr. **Det. Rep.**—R. D. Kemp, Robert Amberg, John Redfield, Arthur Dulzo, J. W. Allen, 1927 Leland.

ALLEN PRODUCTS CORP., P. O. Box 206, 24170-80 Sherwood ave., Centerline, Mich. Gasoline door guards, mouldings, seal-all; other auto accessories. Norman C. Bauer, pres., sales mgr.; Gerald F. Schultz, vice-pres., pur. agent; Morris Milmet, secy.; Jonathan D. Hyams, treas. **Adv. Agcy.**—Russ Green.

ALLEN-RICK CO., THE, 7925 Chase ave., Los Angeles 45, Calif. Grip-Tex mechanics work covers. Leon R. Grosslight, owner; G. West, secy. **Adv. Agcy.**—Edward S. Kellogg Co., Los Angeles, Calif.

ALLIED AUTOMOTIVE PARTS CO., 1450 East 19th st., Indianapolis 7, Ind. Pistons, piston pins, cylinder sleeves and assemblies, water pumps and parts; valves; valve seat inserts; valve guides, springs, locks and rotating assemblies; chassis parts, king bolts and shackles, tie rod ends, ball joint suspension units, wheel suspension parts, Wilton Looney, pres.; J. C. Hamilton, exec. vice-pres., gen. mgr.; Robert Stacey, vice-pres., treas.; J. L. Grass, secy. **Adv. Agcy.**—Caldwell-Larkin Co., Indianapolis, Ind. Storey Larkin, acct. exec.

ALLIED INVENTORY CO., INC., 7508 S. Cornell ave., Chicago 49, Ill. Physical inventory work, calculating services, casual inventory labor. Leo L. Dane, pres., treas. and sales mgr.; Joseph E. Coleman, vice-pres.; Fern Dane, secy.; George Bradtke, gen. mgr.; F. Peterson, wks. mgr.

ALLIED PRECISION PRODUCTS, E. San Christopher dr., Dunedin 1, Fla., Automatic mechanical valve adjustors, rear motor mounts, and automotive brake safety devices. B. C. Skinner, gen. mgr.; B. L. Skinner, works mgr.

ALLIED PRODUCTS CORP., 12677 Burt rd., Detroit 23, Mich. Special cold forged parts, standard hexagon head cap screws, hardened and precision ground parts, sheet metal dies produced in iron, Allite (zinc alloy) and plastic; R-B interchangeable punches and dies; Prototype and short run stampings. L. E. Coulter, pres.; W. E. Ray, vice-pres. and secy.; S. S. Dickinson, vice-pres.; W. C. Miller, vice-pres.; B. A. Bates, jr., treas.; G. Gower, asst. secy. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich.

ALLIED RESEARCH PRODUCTS, INC., 4004-06 E. Monument st., Baltimore 5, Md. Branch Office: 400 Midland ave., Detroit 3, Mich. Chromate conversion coatings, clear protective coatings, plating brighteners, ARP process chemicals, Wagner rectifiers and auto-loaders, and a complete line of supplies for metal finishing. H. C. Irvin, pres.; J. A. Cairns, vice-pres., sales; F. M. Mansfield, vice-pres., mktg.; Phil Richey, vice-pres., fin.; Jules Horelick, vice-pres., dev.; H. C. Quast, secy. **Det. Rep.** —L. J. Camill. **Adv. Agcy.**—Emery Adv. Corp., 1201 St. Paul st., Baltimore 2, Md. C. Richard MacLellan, acct. exec.

ALLIS-CHALMERS, Engine-Material Handling Division, Milwaukee, Wis. Diesel and gasoline engines, generator sets, material handling equipment. L. C. Daniels, mgr. Engine-Material Handling Div.; J. D. Harmison, sales mgr. (material handling); J. C. Baseheart, sales mgr. (Engines). H. E. Cohenour, adv. mgr.; R. C. Wieterson, pur. agt.; **Det. Rep.**—Operates out of Columbus, O., branch. **Adv. Agcy.** —Bert S. Gittins Advertising, Inc., Milwaukee, Wis. Warren Hutton, acct. exec.

ALLISON DIV., GENERAL MOTORS CORP., P. O. Box 894, Indianapolis 6, Ind. Transmissions. E. B. Newill, gen. mgr.; K. H. Hoffman, transmissions op. mgr.; H. N. Roberts, asst. mgr., sales contracts, off-highway transmissions; J. K. Knighton, asst. mgr., sales contracts, on-highway transmissions; J. A. Lane, mgr., sales contracts, transmissions.

ALLOY RODS CO., P. O. Box 786, York Pa. Electrodes. E. J. Brady, pres.; M. G. Sedam, exec. vice-pres.; E. R. Walsh III, vice-pres. sales; F. L. Blodgett, sales mgr.; C. H. Zarfoss, pur. agt.; C. W. Pilkey, adv. mgr.; J. H. Bell, treas. and compt. **Det. Rep.**—Bird Gas Corp., 12820 Evergreen rd., Detroit 23, Mich.; Robinson Welding Supply Co., 8706 Lyndon ave., Detroit Mich.

ALOFS MANUFACTURING CO., 345-32nd st., Grand Rapids 8, Mich. Metal stampings. H. G. Alofs, pres., gen. mgr.; Gaylor Alofs, vice-pres.; S. M. Cassidy, secy., sales mgr.; George DeRuiter, cf. engr.; Fernley Alofs, pur. agt.-treas. **Det. Rep.**—A. L. Moses Co., 1530 So. Woodward, Birmingham, Mich.

ALONDRA SALES, INC., 959 Crenshaw blvd., Los Angeles 19, Calif. Flit-O-Reg fuel pressure regulators and fuel filters. Lawrence Raymond, pres., gen. mgr., sales mgr.; Paul E. Mead, vice-pres., adv. mgr., sales prom. mgr.; John A. White, secy.; Charles Jacobson, vice-pres., treas.; Albert Vanderpoel, cf. engr.; C. Elmer Johnson, sales mgr., Original Equipment Div., 1742 W. 106th st., Chicago 43, Ill. **Det. Rep.**—Harry E. Ault, 4685 Charest, Pontiac 18, Mich. **Adv. Agcy.** — Larry Raymond Co., Los Angeles, Calif. John E. Parker, acct. exec.

ALPHA MOLYKOTE CORP., 65 Harvard ave., Stamford, Conn. Molykote lubricants. Alfred Sonntag, pres.; David M. Noltie, vice-pres.; Christine Sonntag, treas.; George Walsh, adv. mgr. **Adv. Agcy.**—George Walsh, Vineland, N. J.

ALSOL PRODUCTS CO., 154 Clifford st., Newark, N. J. Auto wax, white tire spray, bug remover, spot and tar removers, auto wash, upholstery shampoo, window, parts, radiator and block cleaners, shock absorber fluid, rubbing compounds, black rubber dressing, chrome polish, cooling system cleaners and sealer, water pump lubricant and rust inhibitors, leather cleaner, silicone polish and cleaner, Sealamat, (Automatic trans. leak stop), power additive. A. I. Furman,

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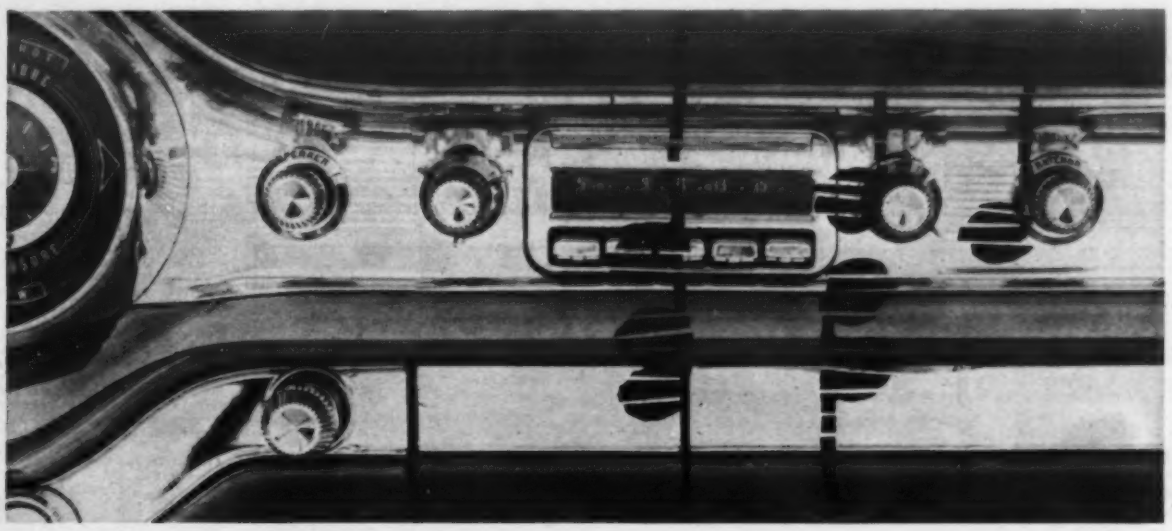
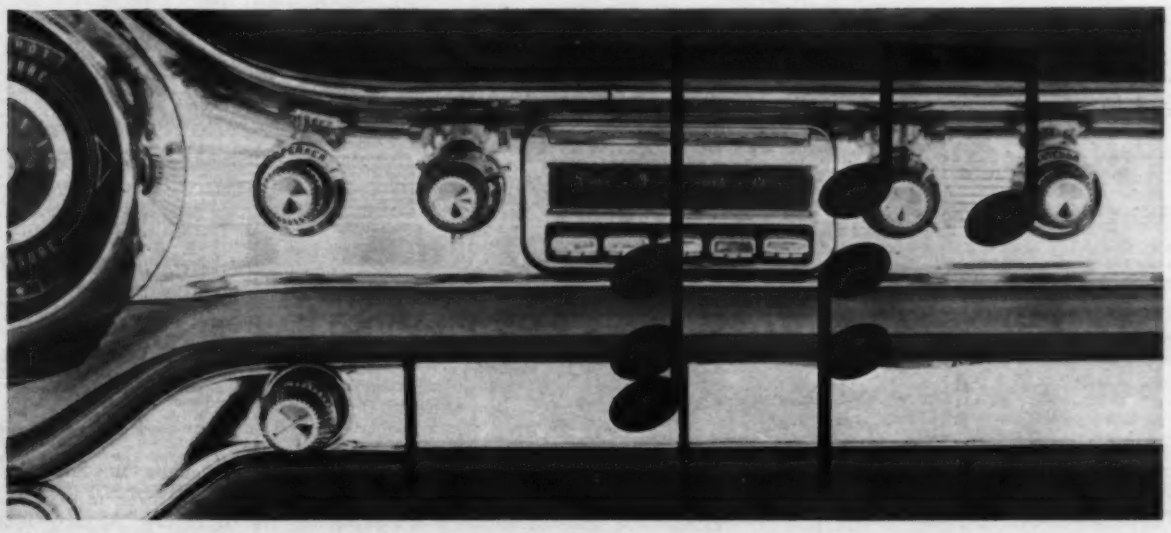


INTERFERENCE / *caused by ordinary cable*



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Packard Electric

Warren, Ohio GM GENERAL MOTORS

"Live Wire" division of General Motors

Who's Who in the Auto Industry

(Continued)

pur. agt., partner; H. S. Furman, partner. Adv. Agcy. — Erland Advertising Agency, 18 East 41st st., New York 17, N. Y.

ALTWOOD CO., INC., 1123 Broadway, New York 10, N. Y. Airplane luggage, brief cases, salesmen's cases, travel bars, incentive awards, premiums. B. J. Rudikoff, D. F. Rudikoff, officers; B. J. Roberts, sales and adv. mgr.

ALUMINUM ALLOYS CORP., 6650 W. Walton ave., Detroit 10, Mich., Aluminum castings—sand and permanent molds; automotive and aeronautical pistons; Ray Day pistons. Ray E. Day, pres.; Stanley R. Day, vice-pres., gen. mgr. and sales mgr.; L. A. Gerber, treas. and pur. agt.; Patrick W. Kennedy, supt.

ALUMINUM CO. OF AMERICA, Alcoa bldg., Pittsburgh 19, Pa. Aluminum sheet, Alclad sheet, wire, cables, castings, forgings, plate, extruded shapes, rod and bar, structural shapes, screw machine products, rivets, impact extrusions, tube, trailer and truck wheels, pistons, finishing, fabricating and engineering development facilities (Cleveland, Ohio and New Kensington, Pa.) I. W. Wilson, chmn. of bd.; Roy A. Hunt, chmn. exec. com.; Frank L. Magee, pres.; Alfred M. Hunt, secy.; E. B. Wilber, treas.; R. V. Davies, vice-pres. and sales mgr.; Arthur P. Hall, vice-pres. chge. of pub. rel. and adv.; James P. Haight, vice-pres. chg. engrg. and pur.; W. S. McChesney, mgr., ind. sales; Alcoa bldg., Pittsburgh 19, Pa. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, and Ketchum, MacLeod & Grove.

ALUMINUM INDUSTRIES, INC., 3670 Werk rd., Cincinnati 11, O. Aluminum castings; hardened, ground and forged steel parts; aluminum pistons, automotive valves; automotive replacement engine and chassis parts. A. O. Herud, pres.; R. J. Holtmeier, asst. treas.; T. O. Van Tuyl, vice-pres. of orig. equip. sales; S. M. Kennedy, vice-pres. of Parts Sales Div.; A. Holub, works mgr.; W. Klayer, plant mgr. of Metal Div.; A. J. Peck, plant mgr. of Machining Div. **Det. Rep.**—J. R. Renfrew, G. Stark, 19158 James Couzens. **Adv. Agcy.** — Applegate Adv. Agcy., Muncie, Ind. G. Stout, vice-pres.

ALVIN PRODUCTS, INC., 20-22 Houghton st., Worcester 4, Mass. Cold metal solder and filler for auto-body repairs and industrial use, plastic impregnated, fabric patch. C. C. Turner, pres., treas. and gen. mgr. **Adv. Agcy.**—Adcraft, Worcester, Mass. Albert J. Charron, acct. exec.

ALVORD-POLK TOOL CO., Millersburg, Pa. Reamers, milling cutters, end mills, counterbores, spotfacers. M. Edw. Wilt, pres., treas., gen. mgr.; W. A. Shatto, vice-pres.; George F. Wilt, secy., wks. mgr.; O. R. Epler, sales mgr., pur. agt. **Det. Rep.** — Kettenring Tool Co., 11646 Hamilton Ave.

AMALIE DIV., L. SONNEBORN SONS, INC., Franklin, Pa. Motors Oils, lubricants and greases, X-L-O diesel engine oils, anti-gum. R. G. Sonneborn, pres.; C. H. Remmel, sales mgr.; W. E. Hoyer, adv. mgr. **Det. Rep.**—A. G. Pawsey, 1506 Spring Garden ave., Lakewood 7, O. **Adv. Agcy.**—Clifford A. Kroening, Inc., Cleveland, O. Clifford A. Kroening, acct. exec.

AMCHEM PRODUCTS, INC., Ambler, Pa. Granodine, Permadine, Rodine, Lithoform, Thermoil Granodine, Deoxidine, Alodine, Granodraw. Leon Cherksey, chmn. of bd.; G. C. Romig, pres.; L. Slingluff, secy.; R. M. Naylor, treas.; J. O. J. Shellenberger, vice-pres., dir. of marketing; F. P. Sprunce, jr., vice-pres., sls. mgr.; E. A. Snyder, dir. of pur.; A. Douty, research dir.; J. D. Breen, adv. mgr.; W. Graham Smith, wks. mgr.; J. Biery, cf. engr.; J. Roberto, traf. mgr. Branches: Detroit, Mich.; St. Joseph, Mo.; Niles, Calif.; Windsor, Ont. **Adv. Agcy.**—Al Paul Lefton Co., Inc., 1817 Pennsylvania blvd., Philadelphia 3, Pa.

AMERICAN AIR PRODUCTS CORP., 4340 N. W. 10th ave., Fort Lauderdale, Fla. Replica 1901 "Merry Olds." Roger R. McGrath, pres.; Jos. Tom Linson jr., vice-pres.; Clyde Record, secy., treas.; Walter H. Seddon, works mgr.; Scott Hogan, quality control; Ogden Miller, pur. agt. **Det. Rep.** — Wm. C. Klenk Dist. Co., United Artists bldg.

AMERICAN AUTO-FELT CORP., 630 Myrtle st., N.W., Grand Rapids 2, Mich. Pads and padding, cotton batts, cotton and automotive sewed parts. W. W. Hoagland, pres.; J. Ginsburg, vice-pres., secy.; H. C. Ripley, treas.; F. Doerner, asst. secy.-treas.; Ivan Clark, pres. of subsidiary, Ivan Clark Mfg. Co.

AMERICAN AUTOMATIC DEVICES CO., 530 S. Throop st., Chicago 7, Ill. Rubber rim mirrors, clearance lights, foto-ray reflectors, flares and flare accessories, gas tank caps, pedal pads, etc. Oliver C. Ritz-Woller, pres., treas., gen. mgr.; Z. C. Ritz-Woller, vice-pres., secy.; Lyle Sandeson, sales mgr.; Lewis M. Ludlow, field sales mgr.; Gene Paprota, pur. agt.; H. Eyler Jone, O. E. M. Div.

AMERICAN BODY & TRAILER, INC., 1500 Exchange ave., P. O. Box 1150, Oklahoma City, Okla. Manufacturers of aluminum dry freight and refrigerated van trailers; grain, oilfield, livestock trailers; refrigerated milk, frozen food and beverage bodies. R. R. King, pres.; A. J. Hankinson, vice-pres.; Cliff Barrett, exec. vice-pres. and gen. mgr.; Overton Howard, sales mgr.; Roger Hartman, pur. agt.; Don Glass, parts and access. mgr. **Adv. Agcy.**—Humphrey, Williamson & Gibson, Inc., Oklahoma City, Okla. Ellis Gibson, acct. exec.

AMERICAN BOSCH DIV., American Bosch Arma Corp., 3364 Main st., Springfield 7, Mass. Aircraft and industrial magnetos, automotive generators, voltage regulators, ignition transformers, electric windshield wipers, small motors, fuel injection equipment, hydraulic starting systems. Charles W. Perelle, pres. of corp.; Sidney E. Miller, vice-pres. and div. mgr.; Kenneth F. Leaman, vice-pres. and asst. div. mgr.; Harold R. Sennstrom, vice-pres. engng. and sales; F. J. Mackey, asst. vice-pres., sales; Bertram Cole, gen. sls. mgr.; Raymond C. Farrell, controller; Richard C. Keane, mgr. all products sales; Ernest A. Bleeck, mgr. export sales; Raymond L. Vaughn, adv. mgr.; Frank DeLuca, serv. mgr.; Clifford Billingham, pur. agt.; Francis G. Miller, traf. supervisor. **Det. Rep.**—Barry McCormick, 17330 W. McNichols, Detroit 21, Mich. **Adv. Agcy.**—Humbert & Jones, New York, N. Y. Ralph C. Jones, acct. exec.

AMERICAN BRAKE SHOE CO., Kellogg Div., 97 Humboldt st., Rochester 9, N. Y. Air compressors. George N. Decker, pres.; J. Robert Pauline, vice-pres.; Fred L. Cogswell, vice-pres.; R. S. Candee, sales mgr.; A. S. Ferrara, serv. mgr.; Donald S. Judd, pur. agt. **Det. Rep.**—Don Sullivan, 4600 Merritt ave. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland, W. W. Horine, acct. exec.

AMERICAN BRAKEBLOK DIV., American Brake Shoe Co., 4600 Merritt ave., Detroit 9, Mich. Brake linings. M. B. Terry, pres.; D. K. Rennie, vice-pres.; J. D. Hinton, gen. sales mgr.; U. B. Grannis, original equip. sales mgr.; R. F. Litermohlen, replacement sales mgr.; R. E. Elliott, asst. replacement sales mgr.; T. H. Bartlett, mgr., A-B-K sales; G. C. Maul, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland. E. J. Martin, acct. exec.

AMERICAN BRASS CO., 414 Meadow st., Waterbury 20, Conn. Rod, sheet, tube, wire, shapes, eyelets, stampings, flexible metal hose, extruded shapes, forgings. John A. Coe, chmn. of the bd.; R. M. Stewart, pres.; W. M. Moffatt, exec. vice-pres.; J. A. Ackerman, vice-pres.; S. H. Wardell, vice-pres., mfg.; E. M. Bieser, secy.-treas.; J. Lockwood, vice-pres., sales; E. B. Tracy, sales mgr.; M. B. Allan, asst. sales mgr.; R. F. Puffer, John A. Coe, jr., asst. sales mgrs.; Joseph F. Hobbins, adv. mgr.; Carl E. Woodward, dir. sales prom.; E. A. Lane, pur. agt.; David Diggetts, traf. mgr. **Det. Rep.**—T. B. Smith, sales mgr., 174 S. Clark ave., Detroit 31, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, New York City. W. H. Green, acct. exec.

AMERICAN BRAZING ALLOYS CO., P. O. Box 11, Pelham, N. Y. Brazing alloys, welding rods, electrodes, silver solder, flux. Mike Ross, sales mgr. **Adv. Agcy.**—Roth Associates, 1410 Nelson, York 52, N. Y. Myron L. Roth, acct. exec.

AMERICAN CAN CO., 100 Park ave., New York 17, N. Y. Antifreeze, motor oil, auto polish (wax, liquid and paste), radiator cleaner, enamel, paint, touch-up and fuel additive cans. W. C. Stolk, pres.; F. G. Jewett, adv. mgr.; E. K. Walsh, gen. mgr. sales. **Det. Rep.**—R. G. Warmbold, 7430 Second blvd. **Adv. Agcy.**—Compton Advertising, Inc., New York, N. Y. Willard Heggen, vice-pres.

AMERICAN CHAIN & CABLE CO., INC., Automotive & Aircraft Co., 601 Stephenson bldg., Detroit 2, Mich. Tru-stop drive shaft emergency brakes, brake cable controls, push-pull controls. C. N. Johns, pres.; Harry Williams, vice-pres., sales mgr.; A. C. Laske, secy. and treas.; A. H. Kapnick, works mgr.; E. V. Creagh, adv. mgr., sales prom. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn., Chicago 11, Ill. James O. Peck, acct. exec.

AMERICAN CHAIN DIV., American Chain & Cable Co., Inc., 454 E. Princess st., York, Pa. Tire chains, farm tractor chains, cotter pins, towing and sling chains, tire chain tools, tire chain repair parts. C. N. Johns (N. Y.), pres.; W. B. Iiko, sls. mgr., (York, Pa.), vice-pres.; A. C. Laske, secy.-treas.; J. J. Thiebauth (York, Pa.), products mgr., automotive sales; E. S. Lathrop (York, Pa.), plant mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; H. G. Wineman, pur. agt. (York, Pa.); E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AMERICAN ENKA CORP., 530 Fifth ave., New York 36, N. Y. "Jetspun," Solution-dyed rayon filament yarn used extensively in seat cover and original trim fabrics, "Skyloft" lotted solution-dyed rayon for automotive carpeting. John E. Bassill, pres.; Gaylord Davis, financial vice-pres.; Dr. Martin Wadewitz, tech. vice-pres.; Dr. J. L. Bitter, vice-pres., mktg.; M. W. Winger jr., secy.; G. V. Hager, treas.; T. R. Thayer, ind. sales mgr.; M. B. Carr, textile sales mgr.; C. L. Hayden, gen. dist. sales mgr.; Jay Kaner, adv. and sales prom. mgr.; D. Crawford Smith, rayon staple sales mgr.; W. F. P. Coxe, pur. agt. **Adv. Agcy.**—Donahue & Co., Inc., 1270 Avenue of the Americas, New York 20, N. Y. Eugene F. Fahy, acct. supr.

AMERICAN FELT CO., Glenville, Conn. Wool felts, S.A.E. felts, oil foil seals, wicks, rolls, sheets, strips (cut to specifications). W. H. Lehmberg, pres.; R. Power Fraser, gen. sls. mgr.; K. R. Peattie, vice-pres.; Geo. S. Mumford jr., secy.; J. H. Burnes, treas.; R. Power Fraser, sales and adv. mgr.; C. E. Foggett, chief engr.; G. P. McShane, purch. agent; H. F. Roche, traf. mgr. **Det. Rep.**—H. B. Foersterling, mgr.; F. G. Seaver, supt., 3000 E. Jefferson ave., Detroit 7, Mich. **Adv. Agcy.** — Kelly-Nason, Inc., 247 Park ave., New York, N. Y.

AMERICAN FINISHING CO., P. O. Box 416, Memphis 1, Tenn. Vinyl and pyroxylin coated fabrics, cotton trim cloth, head linings, any type cotton textiles. C. F. Goodman, pres.; Abe Goodman, vice-pres.; J. O'H. Finlay, vice-pres., secy.; Wm. W. Goodman, chmn., treas.; L. W. O'Bannon, asst. secy.; C. H. Tapp, vice-pres. finish; H. Rosenberg, vice-pres. coating; W. L. Simon, vice-pres., sales; Stanley Miekicki, chief chemist; M. S. Feisenthal, pur. agt.

AMERICAN FORGING & SOCKET CO., Pontiac 19, Mich. Pressed metal stampings, and assemblies. Seat adjusters, seats and seat backs, brake levers, air-ride suspensions, hinges, gearshift housings, window guides, hood locks, air ducts, radiator grilles, armament materiels, farm implement parts, miscellaneous parts. Goodloe H. Rogers, pres., gen. mgr.; Edward P. Barrett, secy.; Harry B. Frazier, treas.; Robert B. Stewart, asst. to pres.; J. D. Boardman, C. S. McCarthy, F. J. McElhaney, W. L. McRae, sales reps.; Roy E. Woolens, James J. Rath, factory mgrs.; C. S. McCarthy, dir. of engrg.; J. C. Hollens, pur. agt.

AMERICAN GENERATOR & ARMATURE CO., 6100 West Grand ave., Chicago 39, Ill. Automotive armatures, generators and starters, farm tractor equipment, dynamotors, fractional H.P. motors. M. Resnick, pres.; S. Resnick, vice-pres. and pur. agt.; N. Shalin, gen. mgr. and sales mgr.

AMERICAN GREASE STICK CO., 1146 Hoyt st., Muskegon, Mich. Door-Ease stainless stick lubricant, dripless oil, graphited lock fluid, rubber lubricant, lubricating compound. Leo S. Rosen, sales mgr.; Douglas A. Rosen, sales prom. mgr.; C. W. Smith, asst. sales mgr. **Det. Rep.**—M. M. Wendell Co., S-255 General Motors bldg. **Adv. Agcy.**—Illinois Simmonds & Simmonds, Chicago, Ill. Phil Tobias jr., acct. exec.

AMERICAN INSTALLMENT CREDIT CORP. (American Bank Credit Plan), 103 Park ave., New York 17, N. Y. Automobile finance. George C. Johnstone,

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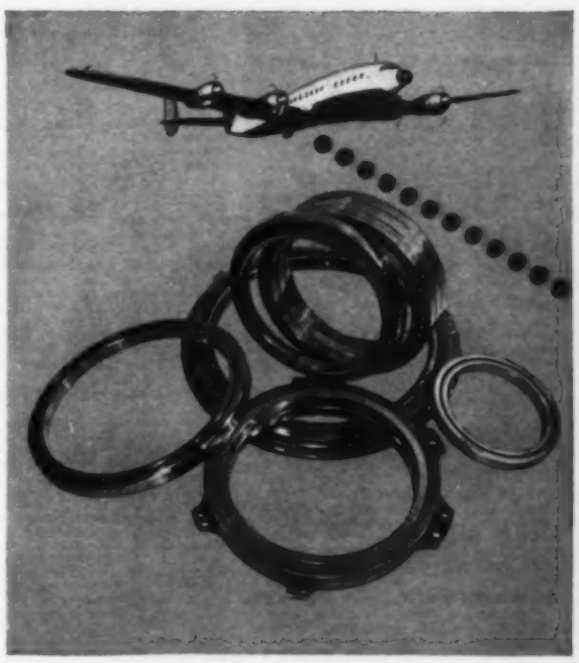
ND FACTS



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DIVISION OF GENERAL MOTORS, BRISTOL, CONN.
NOTHING ROLLS LIKE A BALL

Who's Who in the Auto Industry

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pres.; P. A. MacSween, exec. vice-pres. and treas.; Karl P. Anderson, secy.

AMERICAN LACQUER SOLVENTS CO., P. O. Box 271, Phoenixville, Pa. Automotive lacquers, enamels, lacquer thinners, enamel reducers and special finishes. Harry E. Stone, pres. and treas.; Robert W. Shaw, vice-pres., pur. agt.; Robert Buttle, sales mgr. **Adv. Agcy.**—John P. Eldridge, Philadelphia, Pa.

AMERICAN LaFRANCE CORP., 164 E. LaFrance, Elmira, N. Y. Municipal fire apparatus, pumpers and aerial ladders, crash fire trucks, air foam trucks, fire fighting equipment. Dan S. Ellis, pres.; G. J. Halpin, vice-pres., sales; T. Ballantyne, contr.; J. J. Hillsley, vice-pres.; R. A. Terkoski, F. P. E. sales mgr.; A. G. Sheppard, dir. of engrg.; G. S. Hughes, pur. agt.; L. C. LaVelle, parts and acces. mgr.; J. J. DeLaney, traf. mgr. **Adv. Agcy.** — Barlow Advertising Agcy., Syracuse, N. Y. Robert McCabe, acct. exec.

AMERICAN LIQUID GAS CORP., 1109 Santa Fe ave., Los Angeles, Calif. Carburetors, converters, regulators, filters and installation kits for liquid petroleum gas conversion of internal combustion engines; complete L. P. gas service station equipment. Harold W. Smith, pres.; J. F. Tolton, secy.; W. P. MacBeth, treas.; Robert E. Barnes, vice-pres., carburetion div.; Lester L. Luxon, vice-pres. gas plant div., chief engr.; Rudy Bilcik, pur. agt. **Det. Rep.**—Willard Asher, 424 Book bldg., Detroit 26.

AMERICAN METAL PRODUCTS CO., 5959 Linsdale ave., Detroit 4, Mich. Parts, including front and rear seat assemblies, stampings, zig-zag and formed wire springs, axle housings, torque tubes, bumpers, 2, 4, and 6-way seat adjusters, jet engine components, storage racks for materials handling; storage cabinets, wrap racks, automotive storage bins, unitized flexi steel shelving, processed tubing for bearing, cylinder and aircraft industries. D. F. Roby, chmn. of bd.; A. M. Mras, pres.; R. J. Williams, exec. vice-pres.; vice-presidents: E. W. Yount, sales; F. C. Matthaei jr., resh. and dev.; E. G. Ott, mfg.; S. D. Bullock, dir. pur.; D. M. Diltz, sales rep.; R. G. Spedden, adv. mgr.

AMERICAN METASEAL OF DETROIT, 18666 Fitzpatrick, Detroit 28, Mich. Chemical finishing services, impregnating, conversion coatings, etc. Plastic resins for tooling, impregnating, waterproofing, bonding, etc. Solid film lubricants. Lowell Palmer, pres.; George J. Caudron, gen. mgr., chief engr.; Joseph Horvath, works mgr.; Gerald J. Haviland, sales mgr.

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N4062	4	62	26.3 @ 3500 RPM
Y4069	4	69	28.0 @ 3400 RPM
Y4091	4	91	36.0 @ 3400 RPM
F4124	4	124	47.0 @ 3200 RPM
F4140	4	140	52.0 @ 3200 RPM
F4162	4	162	58.0 @ 3200 RPM
F6186	6	186	77.0 @ 3500 RPM
F6209	6	209	90.0 @ 3500 RPM
F6226	6	226	98.8 @ 3500 RPM
F6244	6	244	103.3 @ 3500 RPM
M6271	6	271	96.5 @ 3000 RPM
M6290	6	290	108.0 @ 3000 RPM
M6330	3	330	125.0 @ 3000 RPM
M6363	6	363	146.0 @ 3000 RPM
B6371	6	371	123.5 @ 3000 RPM
B6427	6	427	142.0 @ 3000 RPM
FO6226	6	226	126.2 @ 3400 RPM
K6271	6	271	114.5 @ 3200 RPM
K6290	6	290	123.0 @ 3200 RPM

Model	Cyl.	Displ.	Bare Engine H.P.
K6330	6	330	147.0 @ 3200 RPM
K6363	6	363	162.0 @ 3200 RPM
T6371	6	371	143.8 @ 3000 RPM
T6427	6	427	170.0 @ 3000 RPM
G4193	4	193	77.0 @ 3000 RPM
U6501	6	501	186.0 @ 2600 RPM
R6513	6	513	192.2 @ 2800 RPM
R6572	6	572	220.0 @ 2800 RPM
R6602	6	602	232.0 @ 2800 RPM
S6749	6	749	250.0 @ 2800 RPM
S6820	6	820	300.0 @ 2800 RPM
V8603	8	603	260.0 @ 3200 RPM

CUSHIONED POWER DIESEL

Model	Cyl.	Displ.	Bare Engine H.P.
GD4193	4	193	66.0 @ 2600 RPM
TD6427	6	427	146.5 @ 2600 RPM
RD6572	6	572	172.0 @ 2400 RPM
VD8603	8	603	200.0 @ 2800 RPM
SD6802	6	802	225.0 @ 2200 RPM

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Who's Who in the Auto Industry

(Continued)

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ARLINGTON ALUMINUM CO., 19011 W. Davison, Detroit 23, Mich. Component parts from aluminum sheet or extrusions; aluminum display frames; aluminum tripod easels. Grant Folin, pres.; David S. Howell, vice-pres. mfg. Adv. Agcy.—Thomas & Brewer, Dearborn 7, Mich. Don Brewer, acct. exec.

ARMCO STEEL CORP., 703 Curtis st., Middletown, O. Stainless steel sheets, strip, plate, bar, wire and angles, galvanized steel sheets, zinc-coated steel sheets, strip; aluminum-coated sheets; steel tubing. R. L. Gray, pres.; L. T. Johnston, executive vice-pres.; E. A. Correa, vice-pres. and secy.; F. D. Danford, treas.; W. B. Quail, vice-pres., Armco Div.; R. K. Leedom, adv. mgr.; W. F. Tuttle, chief engr.; J. S. Thomas, pur. agt.; E. H. Dorenbusch, gen. traf. mgr.; H. W. Wright, pub. rel. Det. Rep.—P. F. Pardonner, General Motors bldg., Detroit 2, Mich. Adv. Agcy.—N. W. Ayer & Son, Inc., Philadelphia, Pa. Thomas J. Donohue, acct. exec.

ARMOUR INDUSTRIAL INDUSTRIES., N. Benton rd., Alliance, O. Coated abrasions. C. B. Johnson, gen. mgr.; R. N. Christensen, gen. supt.; R. L. Heininger, sales mgr.; E. J. Hart, office mgr.; H. M. Wilson, pur. agt.; R. L. Heiniger, gen. sls. mgr., Coated Abrasives Div.; J. P. Coughlin, gen. sls. mgr. Cushioning Prod. Div.; D. Refner, Det. Rep. Cushioning Prod. Div. Det. Rep. — M. J. Morrison, 75 Oakman blvd., Highland Park 3, Mich. Adv. Agcy.—Foote-Cone-Belding, Chicago, Ill.

ARMSTRONG CORK CO., Liberty st., Lancaster, Pa. Gaskets, seals, packings, sound and vibration dampening felt, adhesives, fiber sheet packings, mechanical specialties, natural cork products, resilient friction materials, cork composition products resilient floorings, wall coverings, acoustical materials, insulation products, refractories. C. J. Backstrand, pres.; Kenneth O. Bates, exec. vice-pres.; C. N. Painter, vice-pres. and gen. mgr., floor and indus. operations; Edmund Claxton, vice-pres., New Product Planning; Albert H. Schaeffer, secy.; M. J. Warnock, vice-pres.; W. H. Tucker, gen. sales mgr., ind. div.; H. C. Simpson, mgr., floor prod. dept.; R. M. Hill, mgr., friction material dept.; C. B. Grove, gen. mgr. mktg. devel.; A. C. Littlejohn, mgr., gaskets & packing dept.; A. J. Slosser, mgr. ind. adhesives dept.; D. P. Paiste, asst. gen. sales mgr., ind. div.; E. W. Jones, field sales mgr.; C. T. Potts, mgr. felt & fibrous products; Gordon K. Billipp, mgr. new prod. devel.; Max Banzhaf, dir. of adv., prom. & pub. rel.; Roy Minet, head ind. creative sec. of adv. and prom. dept.; G. A. Reinhard jr., chief engr.; M. L. Lampe, gen. pur. agt. Det. Rep. — Armstrong Cork Co., 10th Floor, Free Press bldg., 321 Lafayette ave., W. Adv. Agencies—Batten, Barton, Durstine & Osborne, New York, N. Y. Ogilvy, Benson and Mather, Inc., New York, N. Y.

ARMSTRONG-NORWALK RUBBER CORP., Div. of Armstrong Rubber Co., 20 Glover ave., Norwalk, Conn. Foam rubber, re-tread rubber (camelback), tire repair materials, foam rubber products. F. Machlin, pres.; J. A. Walsh sr., chmn. of bd.; F. L. Dwyer, treas.; C. E. Rueckert, vice-pres. and gen. mgr.; L. Sklarz jr., adv. mgr.; Elias Adler, sales mgr.; R. L. Carlson, foam prod. mgr.; H. M. Montague, plant engr.; A. B. Nordin, pur. agt.; P. W. Maher, buyer.

ARMSTRONG RUBBER CO., 475 Elm. st., West Haven 16, Conn. Passenger, truck, farm tractor, special purpose tires and tubes, foam rubber. James A. Walsh sr., chmn. bd. of directors; Frederick Machlin, pres.; Charles K. Novotny, vice-pres. mfg.; Eugene A. Roberts, vice-pres. research and development; John H. Fielding, vice-pres.; Paul L. Giblin, vice-pres., sales; Frank L. Dwyer, vice-pres.; secy.-treas.; James A. Walsh jr., vice-pres.; Frederick E. Buddenhagen, vice-pres.; Charles E. Rueckert, vice-pres. Leo Sklarz jr., adv. mgr.; J. B. Florence, chief engr.; A. B. Nordin jr., pur. agt.; Edw. Bates, traf. mgr. Adv. Agcy.—Lennen & Newell, New York, N. Y. William Mahu, acct. exec.

ARN-WOOD CO., 610 W. Colfax, Denver, Colo. Tools for coil spring service, front or rear on the long coils as found on late model cars. 1959 chassis parts program, includes coil spacers, knee action and axle shims, idler arm and ball joint kits, etc. R. S. Arnold, C. E. Woodend, partners.

ARNDT-PALMER LABORATORIES, INC., Melvindale, Mich. Manufacturer of automotive interior appearance reconditioning materials. W. P. Palmer, pres.; R. G. Arndt, secy.-treas.

ARNOLT, INC., S. H., 2130 N. Lincoln ave., Chicago 14, Ill. Importers and distributors of MG, Morris, Aston Martin, Riley, Daimler. Manufacturers of Arnolt-MG Car., Arnolt-Bristol. S. H. Arnolt, pres.; Ray Ikegami, vice-pres.; James Clark Smith, vice-pres. and secy.; C. F. Zitterbart, treas.; Jack Y. Nakagawa, vice-pres. and wholesale mgr. Adv. Agcy.—Mann-Ellis, Inc., 65 East 55th st., New York 22, N. Y.

ARO EQUIPMENT CORP., Enterprise and Trevitt, Bryan, O. Lubrication equipment, air tools, aircraft products and grease fittings. M. J. Anderson, pres.; L. L. Hawk, vice-pres., treas.; R. W. Morrison, E. L. Jackson, F. A. Stockwell, vice-pres.; J. R. Markey, secy.; C. A. Stutzman, H. F. Freyer, gen. sales mgr., Lubrication Equip. Div.; G. S. King, adv. mgr. Det. Rep.—H. S. Huntsberry. Adv. Agcy.—Beeson-Reichert, Inc., Toledo, O.

ARO TOP SALES CO., 191 Webster st., W. Newton 65, Mass. Replacement convertible tops, plastic rear curtains, top pads, rear quarter pads. J. R. Hamlin, gen. mgr.; George Shapiro, sales mgr.; Harold Shapiro, works mgr. Adv. Agcy.—Burvill and Cox, Boston, Mass.

ARROW ALUMINUM CASTINGS CO., 3135 Berea rd., Cleveland 11, O. Aluminum sand, die castings and permanent mold castings. Peter J. Petto, pres.; Peter J. Petto jr., vice-pres.; R. B. Wolff, treas. and pur. agt.; J. E. Simon, gen. mgr.

ARROW ARMATURES CO., 15 Fordham rd., Boston 34, Mass. Field coils, rebuild auto generators, starters and armatures. Albert S. Holzwasser, pres.; H. A. Holzwasser, asst. treas.; James P. Ledbetter jr., mgr. Spartanburg, S. C. div.

ARROW SAFETY DEVICE CO., Holeman st., Mount Holly, N. J. Automotive lighting and safety equipment. A. Hopkin jr., pres.; Paul F. Middleton, secy. and gen. mgr.; William Hopkin, treas.; D. W. Ogilvie, sales mgr.; Robert R. Rossi, chief engr.; William M. Hartranft, pur. agt.; V. J. Sears, plant mgr., Georgetown, Del. plant No. 2. Adv. Agcy.—Atlantic Industrial Publications, 407 White Horse Pike, Oaklyn, N. J.

ARTISAN METAL WORKS CO., 11400 Madison ave., Cleveland 2, O. Sheet metal fabrications, cases, cabinets, cabs, radiator shrouds, guards, tables, tanks, etc.; D. A. MacRitchie, pres., gen. mgr.; W. D. Ford, pur. agt. Adv. Agcy.—Howson Advertising, Cleveland, O.

ARVIN INDUSTRIES, INC., 13th and Big Four RR, Columbus, Ind. Contract automotive parts. Arvin car heaters. Glenn W. Thompson, pres. and chmn. of bd.; Harlan B. Foulke, Fred E. Daniel, John C. Marshall, Lawrence E. Simons, Orphie R. Bridges, Eldo H. Stonecipher, Yandell C. Cline, Edmund Ludlow, vice-presidents; Gordon T. Ritter, secy.; T. Earl Robinson, treas.; James Jewell, adv. mgr.; Robert Schaerges, automotive sales mgr.; Don Shumway, Market Div., automotive sales dir.; Dick Williams, director of mktg.; Thomas A. Danner, automotive chief engr.; Carl E. Boswell, traf. mgr. Det. Rep.—Chester L. Snyder and Joe T. Atkins, 17711 West McNichols rd., Detroit 35, Mich. Adv. Agcy.—Roche, Rickerd & Cleary, Chicago, Ill. Miner F. Williamson, acct. exec.

ASBESTOS MFG. CO., Sabine st., Huntington, Ind. Automotive and industrial brake linings and friction material, clutch facings, automotive and fractional horsepower belts, radiator hose, miscellaneous hoses and bonded brake shoes. W. E. Hill, pres.; Tom Bell, vice-pres. E. A. Burroughs, ind. and O. E. M. sales serv. mgr.; R. D. Conger, auto. replacement sales service mgr. Original Equipment Sales—16416 W. Seven Mile rd., Detroit 35, Mich., B. F. Sprague and N. Bania.

ASHTON EQUIPMENT CO., INC., 1701 W. Lafayette, Detroit 16, Mich. Wrecker bodies, power wreckers, extension booms, special equipment. Afton A. Himick, pres.; Frances E. Himick, vice-pres., treas.; Chas A. Swaby, secy. Director of Sales—Lue Snelling. Adv. Agcy.—Dudgeon, Taylor & Brushke, Inc., Detroit 2, Mich.

ASSOCIATED EQUIPMENT CORP., 5170 San Francisco, St. Louis 15, Mo. Battery chargers, fast cooler fans, fast cutter power mowers, associated kar-starts. Ralph Casey, pres., gen. mgr., sales; Glen A. Delf, vice-pres.; Arthur Wedler, secy.; George A. Delf, treas.; Carl T. Busse, serv. mgr.; Robert L. Wolf, chief engr.; Lee J. Thomure, pur. agt. Det. Rep.—Edward E. Walter, 16950 Buckingham, Birmingham, Mich. Adv. Agcy.—Charles W. Bolan Organization, St. Louis, Mo. Charles W. Bolan, acct. exec.

ASSOCIATES INVESTMENT CO., and Associates Discount Corp., Associates bldg., South Bend 24, Ind. Automobile financing, commercial and personal loan. Robert L. Oare, chmn.; W. F. Gauntlz, pres.; Gordon E. Areen, exec. vice-pres.; E. D. Campbell, vice-pres. and treas.; W. M. Singer, T. C. Dye, R. H. Van Aman, vice-presidents; T. O. Pettit, adv. mgr. Adv. Agcy.—MacDonald-Cook Co., South Bend, Ind. Claude Mendell, acct. exec.

ATHOL MANUFACTURING CO., 71 Chestnut Hill ave., Athol, Mass. Vinyl coated fabrics for automobile and truck upholstery and trim. E. A. Clare, pres.; F. L. Ford, vice-pres.; Fred E. Wilcock, treas.; R. M. Tyler, vice-pres.; A. T. Brown, sales mgr.; T. E. Schmidt, supt.; D. B. Walker, plant engr.; Tersom (R) Div., Butner, N. C.; L. A. Girard, supt. Det. Rep. — Auchterlonie & Sons, Inc., 668 Pallister ave., Detroit 2, Mich. Adv. Agcy.—Givaudan Advertising, Inc., 34 E. 39th st., New York 16, N. Y. Ben T. Givaudan jr., acct. exec.

ATLANTIC BRAKE LINING CO., 4 West St., Lawrence Mass. Brake lining. A. Comins, sales mgr.

ATLAS ASBESTOS CO., 485 Walnut st., North Wales, Pa. Molded and woven brake lining, clutch facings, crankshaft gaskets for Fords and crankshaft rear bearing oil seals, twisted asbestos valve stem packing. J. C. Johnston, pres., treas.; W. H. Johnston, vice-pres., gen. mgr.; W. Wurster, secy.; I. A. Melby, works mgr.; G. F. Hopkins, sales mgr., adv. mgr.; R. E. Beidler, asst. sales mgr.; L. C. Morrell, pur. agt. Adv. Agcy.—Raymond A. Sholl & Co., Upper Darby, Pa. R. A. Sholl jr., acct. exec.

ATLAS AUTO SEAT COVER CO., 440 Lafayette st., New York 3, N. Y. Auto seat covers in ready made and custom tailored types and related products. Irving Tinkelman, partner; Joseph Weinstock, partner; H. E. Weinstock, sales mgr.; Jay Glickman, regional sales mgr.

ATLAS BODY CORP., 4150 E. Thompson, Philadelphia 37, Pa. Bodies, trailers. S. A. Berger, pres., gen. mgr.; H. A. Berger, vice-pres., treas.; L. Gold, secy.; L. Fromm, wks. mgr.; C. H. Roberts, sales mgr.; B. Boring, chief engr. Adv. Agcy.—Wilfred Jacobi, Philadelphia, Pa.

ATLAS DROP FORGE CO., 209 W. Mt. Hope ave., Lansing 4, Mich. Steel drop forgings. J. E. Martin, pres.; George H. Fromer, vice-pres. and gen. mgr.; C. G. Ryan, vice-pres., sales; L. L. Melick, vice-pres. and treas.; J. R. Miller, vice-pres.; R. C. Petro, asst. secy.-treas.; A. O. Peterson, pur. agt.; H. A. Markle, chief engr.; Francis Holland, sales mgr.; W. E. Vogel, plant mgr.

ATLAS INTERNATIONAL CO., 1545-47 N. Fairfield ave., Chicago 22, Ill.; 1405 W. Pico blvd., Los Angeles, Calif. Replacement convertible tops. Harold H. Carter, pres.

ATOMIX, INC., P. O. Box 486, Wilmington, Del. Atolak wax and cleaner. W. H. Fenn, III, pres.; Carsten F. Boe, vice-pres.

ATOMIZED MATERIALS CO., INC., 207 Rauch bldg., Pittsburgh 5, Pa. Kwikmetal cold solder, Speedbond plastic filler. Charles H. Allen, pres.; Regis E. Lynch, vice-pres. and treas.; Charles H. Allen, works mgr.; Regis E. Lynch, pur. agt. Det. Rep.—Roy Baldwin, 21935 Beech rd., Detroit 41, Mich.

ATTWOOD BRASS WORKS, INC., 303 Douglas st., N.W. Grand Rapids 2, Mich. Automotive, bus, funeral car, taxicab, marine hardware and fittings, automatic screw machine parts. B. H. Cook, pres.; R. C. Griffin, secy.-treas.; J. B. Cook, vice-pres. & gen. mgr.; L. L. Harrison, pur. agt.; C. C. Gravengood, sales mgr.; T. P. Mainzinger, chief engr.

ATWOOD VACUUM MACHINE CO., 1400 Eddy ave., Rockford, Ill. Auto, truck

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Who's Who in the Auto Industry

(Continued)

and bus mechanical body hardware, hinges, latches, locks, window regulators, seat adjusters, parking brake, lift gate and deck lid props, trailer hitches, couplers and jacks, stamped assemblies. S. B. Atwood, chmn. of bd. of dir.; S. G. Atwood, pres.; H. L. Stadt, vice-pres. in chge. of sales; W. H. Taylor, auto sales mgr. **Det. Rep.**—N. A. Schaessberger, 441 New Center bldg. **Adv. Agcy.**—Hollingsworth and Associates, Rockford, Ill.

AUBURN-CORD-DUESENBERG CO., Div. of Mast Foos Mfg. Co., Auburn, Ind. Parts for various cars no longer in manufacture. Dallas E. Winslow, partner; H. S. Liddell, gen. mgr.

AUBURN SPARK PLUG CO., INC., 89 York st., Auburn, N. Y. Automotive spark plugs (single & triple electrode-black rust proof and chrome plated), jet aircraft ignitors, spark plug wrenches. C. J. Nolin, pres. and gen. mgr.; A. R. Nolin, vice-pres.; Wm. A. Morgan, secy-treas.; Stephen M. Webb, adv. mgr.; A. W. DeChard, sales mgr.; A. J. Battey, chf. engr.; W. E. Norman, traf. mgr.; Frank Palmer, pub. rel. mgr. **Det. Rep.** — Dwyer-Schubart & Assoc., 587 Elberson ave., Cincinnati, O. **Adv. Agcy.** —Richard & Webb, Syracuse, N. Y.

AULD CO., THE D. L., 5th ave. & 5th st., Columbus 1, O. Decorative metal stampings, metal trim, and die castings; aluminum aircraft forgings. H. E. Auld, pres.; G. B. Matt, vice-pres., secy.; D. L. Auld, contr.; A. C. Harrison, works mgr.; W. G. Gilmore, sales mgr.; C. A. Parker, asst. sales; R. E. Cochran, chief engr.; J. C. McGrew, pur. agt.; B. Weirick, traffic mgr.; A. Smith, pub. rel. mgr. **Det. Rep.**—J. Tobin, 428 Fisher bldg., Detroit, Mich.

AURORA EQUIPMENT CO., Equipto Div., 422 Cleveland ave., Aurora, Ill. Steel shelving, automotive parts bins, tool storage bins, bolt and nut bins, storage bins and shelving, tool stands, work benches, drawer cabinets, lockers, display cabinets. John Dunham, pres.; M. D. Matyas, secy.; Paul Streit, dir. of sales; Floyd D Keck, treas.

AUSTIN MOTOR CO. LTD. (ENGLAND), 27-29 West 57th st., New York 19, N. Y. Sir Leonard P. Lord, K.B.E., pres.; R. J. Lucas, secy. Cars distributed and imported in the United States by Hambro Automotive Corp., 27-29 West 57th st., New York 19, N. Y. A. E. Birt, pres.

AUTO COSTS PUBLICATION, Box 224, New York 1, N. Y. Publish book on wholesale costs of all American cars, 50 foreign cars, 4 American light trucks and their accessories. Robert Walker, pres.

AUTO-CRAT MANUFACTURING CO.—Div. of the B-N Corp., 2425 San Fernando rd., Los Angeles 65, Calif. Eastern division plant—2850 Tyler Rd., Ypsilanti, Mich. Auto-Crat safety belts and attaching hardware. William M. Noe, pres., gen. mgr.; William A. Leonard, vice-pres., sales mgr.; Hazel V. Noe, secy.; E. T. Stephens, treas.; Joseph Lupica, chief engr.; James Rafferty, pur. agt. **Det. Rep.**—William A. Leonard, 2850 Tyler rd., Ypsilanti, Mich. **Adv. Agcy.**—E. Fenner Associates, 845 Via DeLa Paz, Pacific Palisades, Calif.

AUTO FRICTION CORP., 410 Haverhill st., Lawrence, Mass. Brake lining. S. A. Comins, pres. and treas.; Adrian Comins, asst. treas.; Herbert C. Conover, prod. mgr.; T. J. Berg, sales mgr. **Adv. Agcy.** —Parsons, Central and Friedman, Boston, Mass. R. Friedman, acct. exec.

AUTO GLASS MFG. CO., 8701 Grinnell ave., Detroit 13, Mich. Safety glass, laminated glass for automobiles and television. F. D. Knoblock, pres. and gen. mgr.; Hale A. Clark, secy.; E. C. Claes, vice-pres. chge. sales; R. K. Hill, sales mgr.

AUTO LAMP MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Automotive lighting equipment. Abe Miliman, gen. and sales mgr.; Henri Dibelka, chief engr.; Irwin Newman, pur. agt. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

AUTO PRODUCTS MFG. CO., 314 N. Ewing ave., St. Louis 3, Mo. Killark glass tube fuses. Richard M. Lottes, gen. mgr. **Det. Rep.**—W. F. Mathews, 447 New Center bldg., Detroit, Mich.

AUTO SALES AIDS, Box 2446, Ocean Park sta., Santa Monica, Calif. Sales promotion material, sales training material, prospect books (mental attitude, methods and money) for automobile salesmen. Clifford H. Perrin, gen. mgr.

AUTO SPECIALTIES MFG. CO., Graves st., St. Joseph, Mich. Jacks, disc brakes, malleable iron castings, cast steel crank shafts, J. W. Tiscornia, pres. and gen. mgr.; W. V. Tiscornia, vice-pres.; A. H. Zick, vice-pres. and secy.; Lester Tiscornia, treas.; M. B. Lucker, vice-pres., engr.; S. H. Paul, sales mgr.; A. W. Schultz, sales prom. mgr.; E. Kirchoff, serv. mgr.; E. Millhouse, pur. agt.; A. R. Wendt, prod. mgr.; L. F. Krieger, pub. rel. mgr. **Det. Rep.** — To mfgrs.: D. G. Plue, Don Gotsch and R. C. Kennedy; to jobbers: Harry A. Goff. **Adv. Agcy.**—Paxson Adv. 720 E. Main st., Benton Harbor, Mich. Chester A. Wold, acct. exec.

AUTO TRUCK EQUIPMENT CO., 8300 Lyndon, Detroit 38, Mich. Manufacturers of auto truck, tow truck wrecker bodies, cranes and equipment. W. H. Knepprath, pres.; H. F. Knepprath, vice-pres.; Chas. E. Gerich, secy. and controller; Robert Picotte, works mgr.

AUTO-VEHICLE PARTS CO., 1632 Saratoga, Newport, Ky. Automotive hardware and replacement parts, seat cover fasteners. Frank X. Homan, pres. and gen. mgr.; Jack L. Schrader, sales mgr.; John Anderson, resch. dir.; Earl Smith, credit mgr; David Coe, export mgr.; John K. Scharold, pur. agt.

AUTO VENTSHADE, INC., 187 Courtland st., N. E., Atlanta 3, Ga. Ventshades (rain shields and sun shades for the windows and doors of automobiles). A. R. Phillips jr., pres.; Harold W. Goodman, secy. and treas. **Adv. Agcy.**—Lowe & Stevens, 685 West Peachtree, N. E., Atlanta, Ga. John H. Stevens, acct. exec.

AUTOCAR DIV. of The White Motor Co., Exton, Pa. Heavy duty motor trucks and tractors. K. A. Roesch, exec. vice-pres.; I. N. Weaver, contr.; B. B. Bachman, dir. of engrg.; A. Geipke, dir. of mfg.; H. L. White, sales mgr.; S. C. Hennessy, sales prom. asst.; Gordon Stevens, pur. agt.; John Usher, asst. **Adv. Agcy.** — D'Arcy Advertising Co., Cleveland, O. J. C. Toedtman, acct. exec.

AUTOMATIC RADIO MFG. CO., INC., 122 Brookline ave., Boston 15, Mass. Custom built and Universal mount auto, truck and tractor radios. David Housman, pres. and treas.; A. J. Housman, vice-pres. and gen. mgr.; J. J. Grady, secy. and pub. rel. mgr.; Leo Maltzman, works mgr.; E. L. Housman, sales mgr. and adv. mgr.; H. E. Housman, asst. sales and sales prom. mgr.; H. Lawrence, serv. mgr.; John DeMetrick, chief engr.; Frank M. Housman, pur. agt.; J. C. Loring, parts and acct. mgr.; Dave Marks, traf. mgr. **Adv. Agcy.**—Allied Advertising, Boston, Mass.

AUTOMATIC SPRING COILING CO., 4045 W. Thorndale, Chicago 46, Ill. Engine valve springs, other precision mechanical springs, transmission springs, clutch springs. H. J. Bolin, chmn.; H. R. Bolin, pres.; M. C. Bolin, secy.-treas.; R. G. Lambrecht, gen. mgr.; E. Wennerholm, supt.; R. M. Slafter, pur. agt. **Adv. Agcy.**—Richard Morton Co., Chicago, Ill. Warren Luedtke, acct. exec.

AUTOMATIC STEEL PRODUCTS, INC., 1201 Camden ave., S.W., Canton 6, O. Frank B. Johnston, chmn.; Glenn M. Brown, pres. and gen. mgr.; John E. Carnahan, vice-pres. in chge. of sales; E. T. Buckwalter, vice-pres. in chge. of mfg.; Henry G. Hotchkiss, secy.; Edward G. Hopkins, treas.; Robert J. Killian, chief engr.; Richard A. DeCorpe, pur. agt. **Adv. Agcy.**—Frank B. Johnston, Advertising Inc.

AUTOMOTIVE AND AIRCRAFT DIV., American Chain & Cable Co., Inc., 601 Stephenson bldg., Detroit 2, Mich. Brake controls, push-pull controls, disc brake for truck and buses, aircraft controls, fittings, assemblies. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; Harry Williams, vice-pres., sales mgr. (Detroit); A. C. Laske, secy.-treas.; E. V. Creagh (Bridgeport), adv. mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; M. C. Ness, asst. dir. of pur. **Adv. Agcy.** —Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AUTOMOTIVE BIN SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Parts storage equip., parts bins, bulk bins, pallet racks, steel shelving, merchandising displays. Rex R. Brubaker, pres.; Everett McRae, vice-pres.; Stan Brubaker, vice-pres.; Roy D. Angers, secy.-treas.; Norm Hooper, sales mgr. Branch offices: Buffalo, Cleveland, Cincinnati, Louisville, Indianapolis.

AUTOMOTIVE CONVERSION CORP., 2191 Cole, Birmingham, Mich. Ambiewagon, station wagon converted to ambulance and/or funeral car; Florette, station wagon converted for florist's delivery; any utilitarian conversion of station wagons. George R. Squibb, pres.; H. A. Swigert, vice-pres.; John A. Gilray jr., secy.; Elaine M. Finley, asst. sales; W. L. Fry jr., asst. prod. supt.

AUTOMOTIVE ENTERPRISES, Jaikins bldg., 1100 N. Woodward, Birmingham, Mich. Research for sales prom. and management ideas for retail dealers of the nation. **Adv. Agcy.** — Richardson-Shaw, Inc., Detroit, 35.

AUTOMOTIVE EQUIPMENT MFG. CO., 11000 S. Alameda st., Lynwood, Calif. Lee end lift, garage stands, pneumatic bumper lift, tubeless truck tire changer, air operated Lee bead breaker. L. F. Reisig, pres. **Adv. Agcy.**—Mann Advertising Agency, Los Angeles, Calif.

AUTOMOTIVE FINISHES, INC., 8747 Brandt, Dearborn, Mich. Enamels, lacquers, thinner, reducers, surfacers, primer surfacers, rust stop primers, Novar sealers, glaze and spot putty, undercoaters, tinting lacquers, enamels, metal wash. A. H. Penzel, pres.; George Sonnefeld, vice-pres.; E. C. Ray, pres.; C. R. Hall, exec. vice-pres.; George Sonnefeld, secy.; F. W. Wallace, pur. agt.; E. Byrnes, factory super.; Fred Mueller, traffic mgr. **Adv. Agcy.** — Brindley Roth, Detroit, Mich.

AUTOMOTIVE GEAR DIV., Eaton Mfg. Co., S. 8th and O sts., Richmond, Ind. Gears. G. W. Frame, gen. mgr.; R. C. Jacobs, production mgr.; Lester M. Wright, mgr. of sales engng.; H. B. Tappen, chief engr.; C. H. Lohmann, pur. agt. **Adv. Agcy.**—Kircher, Helton & Collett, Inc., Dayton, O.

AUTOMOTIVE GRILLE CO., 2111 S. Michigan ave., Chicago 16, Ill. Automobile replacement radiator grilles for domestic and imported models. Howard A. Winkelman, pres., gen. mgr.; Robert B. Winkelman, vice-pres., asst. gen. mgr. and pur. agt.; A. Antonini, works mgr. **Det. Rep.**—Mel Knopf, 24350 Condon ave., Oak Park, Mich. **West Coast Rep.** —A. Grinberg, 4452 Hazeltine, Sherman Oaks, Calif.

AUTOMOTIVE INDUSTRIES, INC., Main st., Owendale, Mich. Automobile arm rests, truck sleeper cabs. John MacKenzie, pres. and sales mgr.; A. MacKenzie, vice-pres., treas.; J. F. McMullen, secy.; Jacques Pellette, asst. sales mgr. **Adv. Agcy.**—Marvin Hahn Agency, Detroit, Mich.

AUTOMOTIVE INVENTORY SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Inventory service and appraisal service for the automotive trade. Rex

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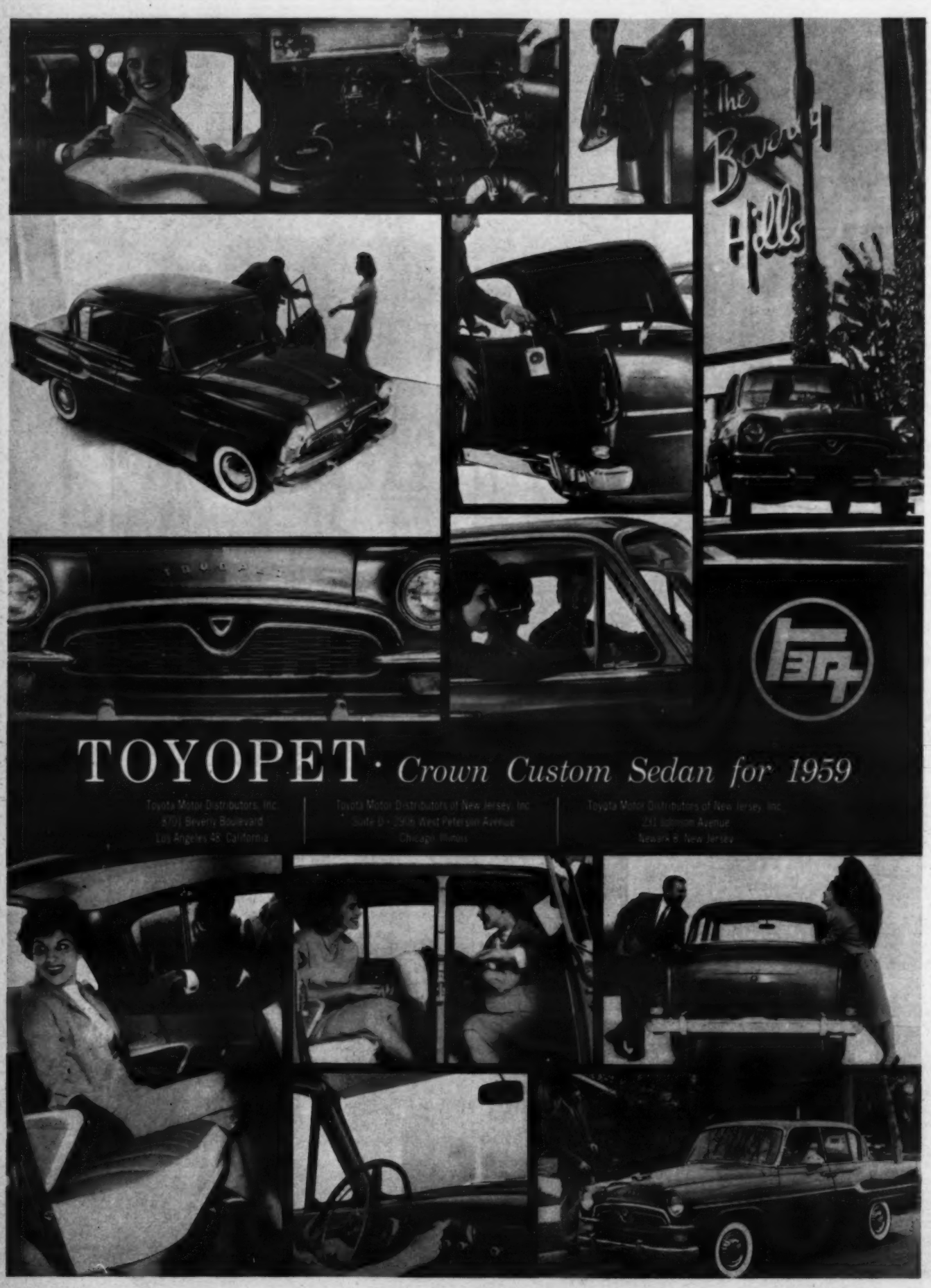

DOW

CHEMICALS *help solve engineering, design and production problems*

Today, modern chemicals are of major importance in all phases of automotive engineering, design and production. What chemicals can (or cannot) do will directly affect such "things to come" as new radiators, lower drive shaft tunnels, and central hydraulic systems as well as improved mass production and automation techniques. The future for many major automotive changes looks brighter when modern chemistry and automotive engineering work hand in hand.

You may wish to check certain items in this advertisement and forward to those concerned in your own company.

ROUTE TO:

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TODAY'S ANTIFREEZE RESEARCH HERALDS NEW FORMULATIONS OF TOMORROW

Ever since the roaring twenties, which saw the development of the first ethylene glycol based antifreezes, Dow chemists have been researching the technical problems of the cooling system. Out of that research has come not only constant improvement in today's antifreezes, but hints of what may be in store for the cooling systems of the future.

When an experimental formulation proves out in the laboratory, it is exhaustively tested in banks of radiators, then run in fleet tests before being pronounced "ready for market".

This program at Midland has already helped produce the vastly improved antifreeze formulations of today, as America watched crude substances such as honey, molasses, salt and kerosene, once used to protect against freeze, give way to alcohol mixtures, then to ethylene glycol formulations, the misnamed "permanent" protective fluids.

The word "antifreeze" in Dow's vocabulary can mean any of a number of good things. Reason: engineers have differing ideas as to the relative importance of one or more of the several functions that a good antifreeze must perform. So, Dow will formulate antifreeze to company specifications. For example, Dow supplies automotive companies (for antifreeze fill on the assembly line) formulations that are prepared "on prescription". Or Dow will formulate according to the U.S. Government specifications. Or will furnish you with one of Dow's own formulations. Or will create entirely new formulations to meet particular requirements! That's antifreeze today—what of tomorrow?

What kind of cooling system research would a roving reporter see if he could wander freely through Dow's Automotive Chemicals Laboratories? Remarkable banks of automobile radiators, both conventional and sealed types, running simultaneously for long periods, to test present antifreeze formulations as well as new and experimental ones.

He would see engines with "windows"—thermocouples strategically placed throughout an engine—that make it possible to "see" temperature changes that occur anywhere in the engine, as different cooling system fluids are tested comparatively.

In a more experimental area of cooling system research, the reporter would see a task force at work on "boiling" or ebullient cooling, experimenting with new liquids that, when made to boil and vaporize, dissipate more heat than circulating water. When perfected, these new formulations will provide better cooling and may enable presently wasted engine heat to be utilized in driving a generator or a fan. But, more importantly from the designer's point of view, they may permit radiator size to be reduced 15% to 20% while eliminating the need for a water pump.

What's ahead? Constantly improved conventional antifreezes, of course. And antifreezes to meet the demands of new engine metals and other near future engineering developments.

Working today to give tomorrow a better brake

When a vehicle weighing tons has to be stopped in seconds by a device weighing mere pounds, there's bound to be a big job for hydraulic fluids. And with the increasing weight and horsepower of modern automobiles, brake fluids are being called on for heavier and heavier service. These fluids must be compatible with many materials—rubber and various metals.

But the biggest problem of course is temperature tolerance. Higher and higher boiling points had to be achieved to withstand the heat generated by braking the greater weight of today's cars and the higher speeds possible in them. Dow research chemists with their special knowledge of glycols and polyglycols, working with automotive engineers, are meeting the challenge of mounting Fahrenheits offered by today's brakes. Dow's heavy duty brake fluid formulations have been the answer to many engineers' braking problems.

* * * *

For further information on the products discussed in this advertisement or on the Automotive Chemicals Section of Technical Service and Development, contact THE DOW CHEMICAL COMPANY, Midland, Michigan, Chemicals Sales Department 900KB.

New TRANSMISSION LUBRICANTS make more leg room

He may be looking at a new car design ideal But this new high density fluid will have to run the gauntlet of a rigorous testing program before it will be ready for the road.

New synthetic transmission lubricants now under test at Dow are interesting to even the most exacting automotive engineers. The reason: They can open the way to major transmission, styling and design improvements in the cars of tomorrow.

One immediate possibility is a smaller transmission that will result in a much lower drive shaft "hump" inside the car and correspondingly greater leg room for both front and rear seat occupants. The secret here is that the greater *density* of the new fluids will allow the design of much smaller transmissions. In addition, the new fluids have constant transmission load-carrying ability.

When you have a fluid engineering problem, consider the new synthetic lubricants. Their lubricating ability parallels that of oil. Their density and compatibility with many materials may afford you new engineering opportunities. These amazing new synthetic fluids can affect the future thinking, planning and designing of the automotive industry.

Dow Chemicals Basic to the Automotive Industry

Synthetic Lubricants • Oil and Gas Additives • Antifreeze • Magnesium Calcium Chloride • Polyols • Glycols • Hydraulic Fluids • Paint Removers Lubricants • Caustic Soda • Plastic Molding Materials • Paint and Coating Materials

THE DOW CHEMICAL COMPANY
Midland, Michigan

DOW

FOUR FAMILIAR DOW PRODUCTS *on the automotive front*

INDUSTRIAL SOLVENTS

Chlorothene®, trichloroethylene, perchloroethylene and methylene chloride contribute to better quality control, faster production and better finishes by offering high speed, low cost degreasing and metal cleaning. Important point: supplies instantly available.

PENTACHLOROPHENOL

Ideally, storage warehousing requires inexpensive but durable buildings. And Penta-treated poles perfectly meet the automotive industry's needs in that direction. Penta helps keep wood "healthy"—free from rot and termites. Dow works closely with wood treaters.

CALCIUM CHLORIDE

Keeping ground test roads dust-free and test tracks ice-free are two of the many automotive uses for Dowflake® and Peladow®, hard-working Dow calcium chloride products. Both these products are easy to handle—and are unmatched for all-around efficiency.

AUTOMOTIVE CHEMICALS LABORATORY. At Dow's Automotive Chemicals Development Laboratories in Midland, Michigan and Freeport, Texas, the test tube replaces the test track as the proving ground of new automotive chemicals — antifreeze, hydraulic and brake fluids, lubricants and additives.

Who's Who in the Auto Industry

(Continued)

R. Brubaker, pres.; Don Osborne, gen. mgr. **Det. Rep.** — C. C. Phillips. **Adv. Agcy.** — Visual Design, Inc., Detroit, Mich.

AUTOMOTIVE & MARINE PRODUCTS CORP., 87 Harvard ave., Boston 34, Mass. Vapor lubricator for top cylinder lubrication; pressure type lubricators for specific engine installation and for use on diesel equipment, diesel starting injectors, gasoline starting injectors, dual fuel injector system. Draper M. Harvey, pres.; Earle B. Harvey, vice-pres.; Sten Nyberg, treas. **Det. Rep.**—Elton Eldredge, Detroit, Mich.

AUTOMOTIVE MATERIALS CORP., 23rd floor, Fisher bldg., Detroit 2, Mich. Automotive trim materials, coated fabric and plastic cloth, headlinings, body insulating materials, hair pads, seat pads, trim and binding laces, cold drawn steel, polishing discs, automotive carpets, jute, filter materials, sound deadeners, L. H. Green, chmn. of bd.; Robert N. Green, pres. and gen. mgr.; R. E. Lawlor, vice-pres.; A. C. Lademann, treas.; E. A. Blanchard, compt.

AUTOMOTIVE RUBBER COMPANY, INC., 12550 Beech rd., Detroit 39, Mich. Rubber processing of all kinds, mechanical rubber parts (form-dipped process), rubber covered metal stampings, industrial fabrication and rubber linings, sponge rubber (close-cell type), molded polystyrene (special products). T. G. Meulenberg, pres.; R. L. Redmond, vice-pres.; V. M. Keyes, secy and treas.; R. A. Jackson, mgr.; N. J. Crowe, asst. secy., office mgr. and pur. agt.; L. A. Woerner, vice-pres., tech.; P. Millard, chief engr.; R. D. Bailey, works mgr. **Adv. Agcy.**—Fred H. Forcier Advertising.

AUTOMOTIVE SAFETY DEVICE CO., 280 Sigouiney St., Hartford 5, Conn. Safety devices. Albert W. Becker, pres., treas. and gen. mgr.; Dorothy E. Becker, vice-pres. and secy.

AUTOMOTIVE SERVICE TOOLS, INC., P. O. Box 895, Lansing, Mich. Special service tools for motor trucks, engine valve gauges. Chas. E. Linn, pres.

AUTOMOTIVE SPRING CORP., 3043 Bourke st., Detroit 38, Mich. Mechanical springs, metal specialties. L. H. Heuer, chmn. of bd., gen. mgr.; T. G. Meulenberg, pres.; R. L. Redmond, vice-pres.; V. M. Keyes, secy.-treas.; E. Gall, wks. mgr.; G. E. Swartz, chf. engr.

AUTOTRAY CO., INC., 3901 E. 26th st., Indianapolis, Ind. Under-the-dash Autotrays, window Auto Snack-Bar (Autotray, Jr), drive-in theatre Tote-Tray, automatic mail box signal flags, switch clamps, Litterette, and auto hamper. R. C. Black, pres. and gen. mgr.; Joseph A. Ashman, vice-pres., treas. and chief engr.; Okal S. Black, V. M. Keys, secy.-treas.; E. Gall, works mgr.; G. E. Swartz, cf. engr. **Adv. Agcy.** — Gary Ruben, Indianapolis, Ind.

AVIS RENT-A-CAR SYSTEM, 18 Irvington st., Boston 16, Mass. Auto and truck rentals. Frederic C. Dumaine, jr., pres. and treas.; Frank Sawyer, chmn. of bd.; William B. Snow, chmn. finance comm.; Winston V. Morrow, jr., exec. vice-pres.; Harold E. Melzar, secy.; Gene E. Holmes, W. F. Stemmons, J. B. Heckert, Francis J. Sawyer, Frank B. Charmatz, Vincent P. Conroy, Linwood R. Smith, vice-presidents.; Frederic P. Melzar, compt.

B

B & M CORP., P. O. Box 6, Houma, La. Auto refrigerator. Lionel Babin sr., pres.; Lionel Babin jr., vice-pres., gen. mgr. and sales and adv. mgr.; Raymond A. Babin, secy. and asst. sales mgr.; Dudley Melancon, treas., traf. mgr.; Wilbert Dhuet, works mgr.; Henry Usie, asst. sales; Daniel Babin, pur. agt. **Adv. Agcy.**—Sewell Advertising Agency, Inc., Cigali bldg., New Orleans, La. Raymond A. Babin, acct. exec.

B & T MACHINERY COMPANY, A Div. of Greenlee Bros. & Co., Rockford, Ill. 217 West Eighth st., Holland, Mich. Die casting machines for zinc and aluminum hydraulic trim presses. A. H. Eggers, pres.; L. H. Geddes, exec. vice-pres.; J. H. Petter, vice-pres. and gen. mgr.; J. C. Petter, vice- pres., and chief engr. **Adv. Agcy.**—Stevens, Inc., Grand Rapids, Mich. John Stevens, acct. exec.

BABACO ALARM SYSTEM, INC., 723 Washington st., New York 14, N. Y. Truck and car burglar alarm systems. Jack Seide, pres.; Louis Stieglitz, vice-pres.; William Blatz, secy. **Adv. Agcy.**—Walter J. Zimmerman Assoc., New York, N. Y. Walter J. Zimmerman, acct. exec.

BADGER MANUFACTURING CO., 1505 City Court, Marinette, Wis. Automotive alloy pistons. E. D. Barggren, pres., sales mgr.; Nora Froehler, secy., gen. mgr.; Paul A. Munn, chief engr.; L. R. Kuntz, pur. agt.

BADGER MANUFACTURING CORP., 1501-11 W. Polk st., Chicago 7, Ill. Gas, radiator and oil filler caps, hub caps, shock absorber links, speed and sport equipment, car trays, window squeegees, warmup accelerators, chrome air cleaners. S. A. Krance, pres.; Herman Obergfell, vice-pres., chief engr.; A. J. Stanley, pur. agt.; M. Konchan, works mgr.; John A. Stoeller, sales mgr.

BAILEY CO., THE, INC., 21 Water st., Amesbury, Mass. Automotive weatherstripe and glass run channel. David C. Bailey, pres., gen. mgr.; F. W. Shute, works mgr.; H. W. Pottle, chief engr.; W. M. Hilliard, pur. agt. **Det. Rep.**—Greene Sales, Inc., 4079 West Maple rd., Birmingham, Mich.

BAKELITE CO., Div. of Union Carbide Corp., 30 East 42nd st., New York 17, N. Y. Raw material suppliers of resins and compounds for the production of laminates, impregnants, moldings, extrusions, abrasive products, coatings, electrical insulating parts, automotive ignition parts, jacketing and insulation for automotive wire. J. D. Benedito, vice-pres., in chge. of sales; C. W. Patton, mgr., advertising; W. J. Connelly, mgr., market programming; G. W. Crane, mgr., advertisements; Russ Matthews, mgr., publicity and presentations; J. F. Lynch, mgr., technical writing; A. J. Conway, mgr., art, prod. and cir. **Det. Rep.**—Bakelite Co., 10421 W. Seven Mile rd., Detroit 21, Mich. **Adv. Agcy.**—Richard LaFond Adv., Inc., 655 Madison ave., New York, N. Y.

BAKER BROTHERS, INC., Post and Harleau st., Toledo, 10, O. Machine tools, drilling, boring, keyseating, contour, grinder, special multi-spindle high production drilling machines, automatic transfer and bar machines. A. L. Baker, chmn. of bd.; R. A. Lehr, pres., gen. mgr.; R. A. Schafer, vice-pres., engrg.; D. A. Utley, asst. to pres.; R. Fvisch, secy. contr.; R. Loudon, gen. sales mgr.; S. McCall, pur. agt. **Det. Rep.**—Baker Bros., Inc. Branch office, Dearborn, Mich. **Adv. Agcy.**—L. W. Ramsey, Davenport, Ia.

BAKER INDUSTRIAL TRUCKS, Div. of Otis Elevator Co., 1250 West 80th st., Cleveland 2, O. Industrial trucks—fork lift, gas and electric; platform trucks, cranes and traveloaders. Eugene Caldwell, gen. mgr.; R. J. Laws, dir. of sales; H. P. Wiseman, adv. mgr.; R. A. Moore, sales prom. mgr. **Det. Rep.**—Northland Equipment Co. 26000 W. Eight Mile rd., Detroit 41. **Adv. Agcy.**—G. M. Basford Co., 422 Leader bldg., Cleveland, O.

BAKERS WORLDWIDE AUTO PARTS INC., 1073 Hempstead tpke., Franklin Square, L. I., N. Y. Temp-Alum grill guards and bridge bars, dual sliding windows, replacement of factory bumpers (very heavy gauge material) aluminum car tops, luggage racks, deck racks, continental tire mount. Henry Baker, pres., treas., sales, adv. and sales prom. mgr.; Edward Baker, vice-pres., secy., gen. mgr., wks. mgr., chf. engr., pur. agt.; Mona Baker, asst. sales mgr., parts and acc. mgr., pub. rel. mgr.

BALCRANK, INC., Cincinnati 9, O. Lubrication and service station equipment and machine tool parts. Allen T. Shott, chmn. of bd.; Richard P. Field, pres.; Les Spalding and F. A. Johnson, asst. to pres.; J. R. Richardson, secy.-treas.; Frank Woelfer, chief engr.; Emmett Flannery, pur. agt.; E. D. Fox, serv. mgr.; N. A. Schlicklin, works mgr. **Adv. Agcy.**—Perry Brown Co., Cincinnati, O.

BALDOR ELECTRIC CO., 4351-67 Duncan, St. Louis 10, Mo. Battery chargers, fans, motor grinders. E. C. Ballman, pres., gen. mgr.; E. W. Bruce, vice-pres.; G. A. Schock, secy., sales mgr.; O. A. Bauman, treas.; J. A. Oertle, works mgr.; Fred C. Ballman, vice-pres., chief engr.; Edmund B. Reinagel, pur. agt. **Det. Rep.**—W. M. Hamilton Co., 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Charles W. Bolan Organization, 4903 Delmar blvd., St. Louis, Mo.

BALKAMP, INC., 1454 E. 19th st., Indianapolis 7, Ind. Export Dept., 640 Fifth ave., New York, N. Y. Automotive replacement parts. Geo. B. Johnson, pres.; R. L. Stacey, vice-pres.; M. A. Hansen, secy.; F. W. Bell, wks. mgr.; T. O. Willis, pur. agt. **Adv. Agcy.**—Caldwell-Larkin, Inc., Indianapolis, Ind. Storey Larkin, acct. exec.

BALLAK & CO., 811 N. 9th, St. Louis 1, Mo. Motorcycle replacement parts, pistons, electro brightening of stainless steel components and trim, multi-wave and vari-matic tire grooving machines. John F. Ballak, pres., sales mgr., pur. agt.; L. K. Ballak, vice-pres.; J. Ballak jr., secy., chief engr., Eldridge Artz, wks. mgr.

BANNER MFG. CO. INC., 37 Preston ct., Brooklyn 34, N. Y. Seat covers, seat cushions, arm rest covers, terry throw-covers, steeringwheel covers. **Master Automotive Chemicals Div.** — Brake fluid, transmission and motor oils, anti-freeze, complete line of miscellaneous automotive chemicals. Michael Trachtenberg, pres. and treas.; Alfred B. Abraham, vice-pres. and contr.; Saul Trachtenberg, secy.; Phil Rosenthal, traf. mgr.; Joseph J. Trachtenberg, vice-pres. and gen. mgr.

BARDAHL MFG. CORP., 1400 W. 52nd, Seattle 7, Wash. Crankcase additive, water pump lubricant, top oil, high temperature grease, household oil, outboard motor oil, carburetor cleaner, engine flush, sportsmen's oil, gasoline antifreeze. O. Bardahl, pres.; W. G. Simpson, vice-pres.; C. B. Merritt, secy., treas. and gen. mgr.; James W. Phillips, sales and adv. mgr.; Don Simmons, chief chemist. **Adv. Agcy.**—Miller, Mackay, Hoeck & Hartung, Seattle, Wash. Gerald Hoeck, acct. exec.

BARNES CO., W. F. & JOHN, 301 South Water st., Rockford, Ill. Special machine tools for drilling, tapping, reaming, boring, facing, honing; Progress thru and transfer type. W. W. Barton, pres.; F. O. W. Bergquist, vice-pres.-treas.; R. B. Billingham, vice-pres., sales and engrg.; K. L. Finkenstaadt, vice-pres.-secy.; W. S. Austin, sales mgr.; C. A. Reynolds, factory mgr.; S. Stark, dir. of engrg.; E. Lawson, chief engr.; H. G. Anderson, serv. mgr. **Det. Rep.**—Kreuger-Barnes Corp., 1469 E. Grand Blvd.

BARNES-GIBSON-RAYMOND DIV., Associated Spring Corp., Plymouth Plant, 40300 Plymouth rd., Plymouth, Mich. Ann Arbor plant, 401 E. Stadium blvd., Ann Arbor, Mich. Springs-coil, mechanical, torsion, valve, wire forms, stampings, washers, heat treating, plating, spring steel, small assembly work. C. J. Stofko, gen. mgr.; G. C. Sessions, mktg. mgr.; Wm. M. Wood, chief engr.; D. M. Park, pur. agt.; F. N. Wagner, fcty. mgr.; O. L. Joseph, plant mgr., Ann Arbor plant.

BARNES - GIBSON - RAYMOND DIV., Associated Spring Corp. (Cook Plant), 401 East Stadium blvd., Ann Arbor, Mich. (Tel. Normandie 3-4258). Springs (valve, clutch and all mechanical types), wire forms, small stampings. C. J. Stofko, gen. mgr.; Oscar L. Joseph, plant mgr.; George C. Sessions, sales mgr.; Wm. Wood, chief engr.; Milton Frisbie, factory supt.; N. R. Gardner, pur. agt.

BARRETT EQUIPMENT CO., 21st and Cass, St. Louis 6, Mo. Brake service tools and equipment, tire truers and equipment. H. B. Barrett, pres.; E. R. McAtee, exec. vice-pres.; John Churs, vice-pres.; Marcia Myers, secy.; R. L. Stotlemeyer, asst. sales mgr.; Gus Blum, admin. of sales.; Ernest Park, chief engr.; John P. Miller, pur. agt.; David E. Dion, West Coast div. sales mgr.; Robert H. Aller, Central States div. sales mgr.; Byron B. Baie, East Coast div. sales mgr. **Adv. Agcy.** — Research & Institute Advertising, Inc., St. Louis 6, Mo.

BARRY CLEVELAND, INC., 1400 West 25th st., Cleveland, O., Sta. A. Box 1037. Creators of Stoc-Tikit car system, inventory controls, order books, appraisal forms, used car and truck promotions. Rudolph R. Barry, pres. **Adv. Agcy.**—Landau & Wood, 1816 E. 33rd st., Cleveland 14, O.

BAR'S PRODUCTS SUPPLY, INC., P. O. Box 146, Holly, Mich. Radiator stop leak. Fred D. Barton, pres.; Ethel A. Barton, vice-pres.; Wm. L. Christiansen, secy.-treas. **Det. Rep.**—Bar's Products of Mich., 5871 S. Telegraph, Dearborn 9, Mich.

BATHEY MFG. CO., 100 S. Mill, Plymouth, Mich. Small parts handling and storage

(Continued)

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Sun ELECTRIC CORPORATION

HARLEM & AVONDALE • CHICAGO 31, ILLINOIS

Who's Who in the Auto Industry

(Continued)

equipment; parts crib equipment; shipping and special racks for handling; accessories for the above. D. Bathey, pres.; E. R. Larson, vice-pres., works mgr.; R. B. Armstrong, secy.-treas.

BAY MFG. DIV., Life Time Products Corp., Canfield, Ohio. Portable pneumatic auto and truck end lifts, pneumatic bumper jack and garage stands. Charles C. Wooster, vice-pres. sales. **Adv. Agcy.** R. J. McCallister Co., Youngstown, O.

BAY MFG. DIV., Life Time Products Corp., 11836 San Vicente, Los Angeles 49, Calif. Gen. Sales Offices, Canfield, O. Truck and automotive end lifts, bumper jacks, ramps, stands, automotive service equipment. C. W. Morse, pres.; C. Wesley Morse, vice-pres., secy. and gen. mgr.; C. C. Wooster, vice-pres. in chge. of sales; Bill Dey (William), vice-pres. in chge. of mfg.

BEACH MANUFACTURING CO., Hampton rd., Donnelsville, O. Rear view mirrors, gas tank filler necks, tubular grille guards, grab handles. Ted Beach, owner.; J. C. Anderson, works mgr.; E. C. Anderson, asst. mgr.; M. Schaffner, pur. agt.

BEACH MFG. CO., INC., K. WM., Beach bldg., Springfield, O. Close cell rubber gaskets, mechanical and electrical. K. Wm. Beach, pres. and gen. mgr., sales mgr.; R. Webb, office mgr.; R. Rapp, asst. prod. mgr.; E. F. Roeder, prod. mgr. **Det. Rep.**—K. Wm. Beach, Springfield, O.; E. G. Krebs, 21248 E. River rd., Grosse Ile, Mich. **Adv. Agcy.**—Mervis, Springfield, O.

BEACON CORP., THE, 235 Sexton bldg., Minneapolis 15, Minn. Manufacturers of the Bea-Kon wheel balancer and other service station and garage equipment. Coe H. V. Kiebert, pres., gen. mgr.; W. M. Carleton, vice-pres., secy., pur. agt.; Golda Kiebert, treas.

BEACON DEVICES, INC., 78 Oliver st., North Tonawanda, N. Y. Tire inflater, compressed gas cylinders, pressure regulators, valves. C. R. Phillips, pres., treas.; R. R. Phillips, vice-pres., secy.

BEALL TOOL DIV., Unit Rail Anchor Corp., 112 N. Shamrock, East Alton, Ill. Lock washers, farm implement parts. E. R. Hogenson, asst. to vice-pres. and gen. mgr.; F. D. Goforth, asst. mgr.; C. C. Woodson, supt. **Det. Rep.**—Norwood & Krauss, 5-254 General Motors bldg.

BEAN DIVISION, John, Food Machinery and Chemical Corp., 1305 S. Cedar, Lansing 4, Mich. Wheel aligners, alignment correction tools, wheel balancers, balancing tools, wheel weights, headlight testers, car washers, steam cleaners, frame straighteners. H. L. Bryd, vice-pres. in chg.; Tracy Carrigan, div. mgr.; Harry Schaefer, automotive dept. mgr.; J. H. Kidder, asst. mgr.; Wiley Axford, sales mgr.; A. J. Gerard, adv. mgr.; Len Flegler, ser. mgr.; Carl Crodtz, spec. rep.; Harry S. Lowe, pur. agt. **Adv. Agcy.**—Jaqua Adv., Grand Rapids, Mich. Pat Whalen, acct. exec.

BEAR MFG. CO., 2016-30 5th ave., Rock Island, Ill. Wheel aligners, axle presses, safety testers, front-end machines, frame and wheel straighteners, wheel alignment and headlight testers, wheel balancers and weights, tire truing machines, steering gear lube, alignment racks and gauges, tire spreaders, brake testers, caster shims, camber washers, other alignment tools, crankshafts, drive shaft and clutch balancing machines. Victor B. Day, pres.; L. B. Arp, vice-pres.; C. R. Nelson, secy.; Joe Pereus, gen. sales mgr.; E. Quekels, dir. of serv.; W. C. Goldschmidt, adv. mgr.; Lee Thomas, sales prom. dir. **Det. Rep.**—Lee Scheel, 2832 E. Grand blvd., Detroit 11. **Adv. Agcy.**—Hanson and Stevens, Chicago, Ill.

BEARD TOOL CO., L. O., Andrew and Mill sts., Lancaster, Pa. Reamers (solid, adjustable and repairman's taper), reamer cutting oil, bushing remover sets, Ford valve micrometer gauges, piston pin bushing hones, hydraulic brake cylinder hones, cylinder ridge reamers, valve reseating tools. Chas. A. Keen, pres., gen. mgr., pur. agt.; H. S. Bachman, secy., vice-pres. charge sales, adv. and prom. mgr.; M. E. Gockley, treas.; Earl Gable, asst. sales mgr.; Wm. H. Price, traf. mgr. **Det. Rep.**—H. B. Hazerodt, 903 S. Woodward, Royal Oak, Mich.

BEARINGS CO. OF AMERICA DIV., Federal Mogul Bower Bearings, Inc., 581 Harrisburg ave., Lancaster, Pa. Radial, thrust ball bearings, clutch release and farm equipment bearings. G. S. Peppiatt, pres. (Detroit); J. A. McCarthy, gen. mgr.; J. S. Adams, chief engr.; J. L. Richards, pur. agt.; N. Shoff, traffic mgr. **Det. Rep.**—A. W. Robbins, H. W. Ludwig, 13836 Puritan ave., Detroit 27. **Adv. Agcy.**—Aitkin Kynett, Philadelphia, Pa.

BEAURLINE INDUSTRIES, INC., 740 Rossmor bldg., St. Paul 1, Ill. Silver meteor, antennas for cars and boats. A. W. Beaurline, pres.; L. A. Beaurline, vice-pres.

BEAVERITE PRODUCTS, INC., Beaver Falls, N. Y. Gaskets for automotive and industrial uses. D. C. LeFevre, pres., treas.: Charlotte LeFevre, vice-pres.; Virginia LeFevre, secy.; R. W. Burdick, gen. mgr., sales mgr.; E. Kuhl, wks. mgr.; S. S. Hetzell, traf. mgr.; D. C. Owens, pub. rel. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn, Mich.

BECK EQUIPMENT CO., 3350 W. 137th st., Cleveland 11, O. Paint heaters and removers; strippable vinyl coatings; alkaline cleaning compounds. Louis Beck, pres., gen. mgr.; C. F. Beck, secy.-treas. **Det. Rep.**—Claude Moss, 380 Hilton dr., Ferndale, Mich. **Adv. Agcy.**—Stedfeld & Byrne, Inc., Cleveland, O. Hal Stedfeld, acct. exec.

BECK PRODUCTS CORP., P. O. Box 3808, Detroit 5, Mich. Automatic screw machine products, ignition and electrical harness, intricate assemblies, molded products, flexible tubing, stampings. C. W. Beck jr., pres., gen. mgr.; J. C. Lobdell, vice-pres., secy., sales mgr.; Orlo Rice, treas.; M. Popovich, pur. agt.

BECKWITH CHANDLER CO., Division of Devoe & Raynolds Co., Inc., Rutherford and Delancey sts., Newark 5, N. J. Enamels, lacquers, undercoats, thinners, industrial finishes. W. Claggett Martin, pres. and gen. mgr.; M. Biernacki, sales rep.

BEDELL & NELSON ENGINEERS, INC., 1200 St. Charles ave., New Orleans 13, La. Architects and engineers, specialists in planning automobile dealerships and other allied automotive structures. Waldemar S. Nelson, pres.; Thomas B. Catchings, Spencer G. Smith, vice-presidents; Tilghman G. Chachere jr., secy.; P. H. S. Follett, treas.; H. R. Davies, jr., Joseph T. Montgomery, dirs.; Gerald T. O'Leary, auto. dirship planning consultant.

BEE LINE CO., P. O. Box 569, Davenport, Ia. Frame straightening and wheel aligning equipment; wheel straightening, tire rounder and wheel balancing equipment; 50-ton and 125-ton hydraulic presses, portable body jack and frame straightener. W. Otis Sebolt, mgr. **Adv. Agcy.**—Boudinot Adv., Davenport, Ia.

BEHR-MANNING CO., 3259 Howe st., Troy, N. Y. Coated abrasives, grinding wheels, sharpening stones, pressure sensitive tapes, auto repair cements. Elmer C. Schacht, pres.; Edwin C. Evans, vice-pres., gen. mgr.; Leon E. Hoogstoel, vice-pres. chge. tech.; Henry R. Merrill, vice-pres., mktg.; William I. Clark jr., secy. and asst. to pres.; Terence A. Cordner, treas.; Thomas Trowbridge, sales mgr.; Randall S. Manchester, vice-pres., mgr. Abrasive Div.; Byron C. Keene, dir. pur.; Mark B. Patten, pur. agt.; Henry J. Sidford, dir. adv. and sales prom.; Harry W. Seifert, asst. dir. adv. and sales prom.; Howard J. Howe, adv. mgr. tapes; Frederic C. Regan, adv. mgr. abrasives; Carlton C. Porter, pub. mgr. **Adv. Agcy.**—J. M. Mathes, 260 Madison ave., New York 22, N. Y. John Orr, acct. exec.

BELDEN MFG. CO., 4647 W. Van Buren st., Chicago 44, Ill. Ignition, starting and lighting cables; battery cables; battery service tools; spark plug wire sets; wire and solderless terminals. Chas. S. Craigmile, pres.; H. W. Clough, vice-pres., sales and adv.; Joseph C. Belden jr., secy.; A. L. Wanner, treas.; E. K. Butler, mgr. mktg. services; Les A. Thayer, gen. sales mgr.; Don Walsh, sales serv. mgr.; W. A. Sandy, pur. agt.; Madelsa Allison, prod. mgr., adv. dept.

BELL CO., INC., THE, 411 N. Wolcott ave., Chicago 22. Hydraulic brake fluids, shock absorber fluids, automatic transmission fluid. J. M. Bell, pres.; C. E. Alliderdice jr., vice-pres., gen. mgr.; C. J. Bell, secy.-treas.; Joe Jacobs, wks. mgr.; L. E. Carr, chief engr.; Irene Gorvitz, pur. agt. **Det. Rep.** — B. G. Golden, 29700 Thirteen Mile rd., Farmington, Mich.

BELL & GOSSETT CO., 8200 N. Austin ave., Morton Grove, Ill. Heating specialties, centrifugal pumps, refrig. components, compressors (air), heat exchangers. E. J. Gossett, chmn. of bd.; R. E. Moore, pres.; C. E. Pullum, vice-pres., treas.; W. A. Boone, vice-pres., sales; George U. Miller, adv. mgr.; H. A. Lockhart, chief engr.; N. Van Parys, pur. agt. **Adv. Agcy.**—Perrin-Paus Co., Chicago, Ill. D. L. Paus, acct. exec.

BELL & WALLACE, 16146 Meyers rd., Detroit 35, Mich. Advertising sales promotion materials, displays, lithography, silk screen, decalcomanias, printed folding cartons, corrugated containers, pressure-sensitive embossed seals, labels, tags and displays, lapel emblems, metal identification plates. Harry G. Bell, John Wallace, partners.

BEMIS, BRO. BAG CO., 408 Pine st., Box 77, St. Louis 2, Mo. Burlap and cotton piece goods, cotton, burlap, Polyethylene and paper bags, tool bags, mailing bags, Tite-Fit tubing for covering regular and irregular shaped products, disposable paper truck covers, paper specialty products, TransWall folding, sound-absorbent curtains. F. G. Bemis, pres.; H. V. Howes, vice-pres. and sales dir.; R. Ramsay, secy.; T. W. Little, treas.; M. B. Chesney, comptr.; W. R. Siems, adv. mgr. **Det. Rep.**—D. E. Prim, Bemis Bro. Bag Co., 12736 Fenkell, Detroit 27, Mich. **Adv. Agcy.**—Gardner Advertising Co., 915 Olive st., St. Louis 2, Mo. P. V. Fitzgibbon, acct. exec.

BENDIX AVIATION CORP., Fisher bldg., Detroit 2, Mich. Automotive and aviation Components, radar, computers and electronic devices. Malcolm P. Ferguson, pres.; C. Marcus, Palmer Nicholls, G. E. Stoll, R. P. Lansing, M. A. Heidt, A. E. Raabe, E. K. Foster, A. P. Fontaine, Louis Polk, C. C. Tillinghast jr., vice-presidents; Henry A. Gossner, secy.; W. H. Houghton, vice- pres., treas.; Wm. A. Mara, dir. adv. and pub. rel. **Adv. Agcy.** MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

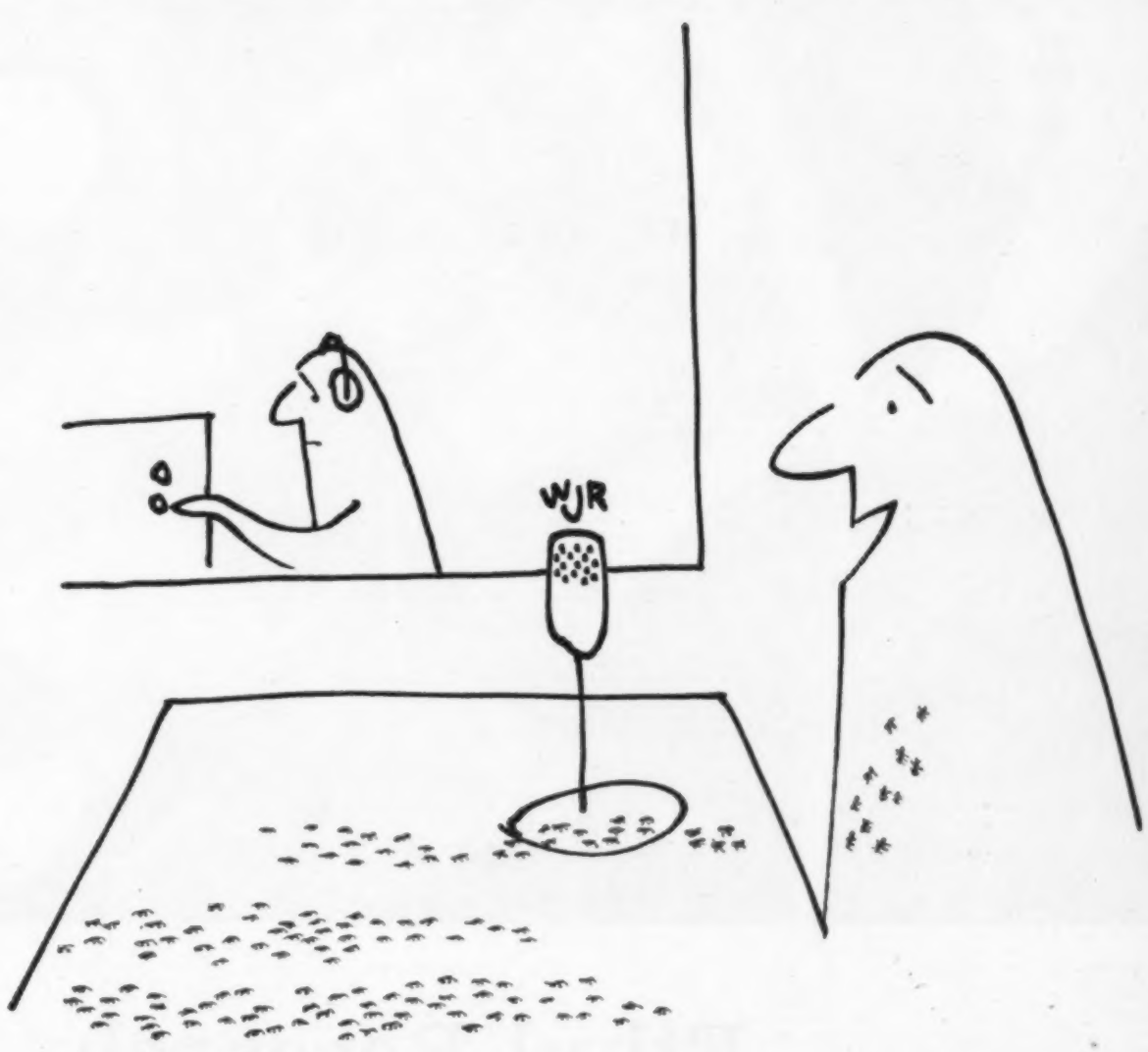
BENDIX AVIATION CORP., Eclipse Machine Div., Elmira, N. Y. Starter drives, carburetors, electric fuel pumps, jet engine fuel nozzles. M. P. Whitney, gen. mgr.; N. H. Mageoch, asst. gen. mgr.; R. S. Johnson, dir. sales and ser.; J. W. Poliseo, mgr. engrg.; C. L. Mellor, jr., sales mgr. starter drives and fuel pumps (Detroit); R. K. Gornall, sales mgr., carburetors (Detroit); H. T. Karrigan, serv. sales mgr.; L. G. Roblyer, super. adv. and sales prom. **Detroit Office**—8-212 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—McManus John and Adams, Inc., Bloomfield Hills, Mich.

BENDIX-ECLIPSE OF CANADA, LTD., 1473 Argycle rd., Windsor, Ont., Canada. Automotive parts, including Bendix starter drives, mechanical brakes, hydraulic brakes, hydraulic master and wheel cylinders, vacuum brakes; also line link couplers for agricultural implements. R. W. Keeley, pres. and gen. mgr.; Geo. Stoll, vice-pres.; H. A. Gossner, secy.; W. H. Houghton, treas.; E. A. Clifton, wks. mgr.; T. E. McLeod, prod. sales; G. S. Manser, adv. mgr. and serv. sales mgr.; J. C. Blonde, chief engr.; H. A. Cole, pur. agt.; L. B. Eaton, traf. mgr.; W. B. Studak, pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

BENDIX FILTER DIVISION, Bendix Aviation Corp., 434 W. Twelve Mile rd., Madison Heights, Mich., P. O. Box 135, Royal Oak, Mich. Filters for air, gasoline, oils, hydraulic fluids and industrial liquids. F. C. Weyburne, gen. mgr.; M. J. Kennedy, asst. gen. mgr.; Gordon T. Grimstad, sales mgr.; T. R. Collioud, sales prom. mgr.; D. W. Hunt, divisional comptr.; D. S. Kinsman, pur. agt.; M. Fansler, factory supr.; W. Kasten, chief engr.; H. J. Commes, traffic mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX PRODUCTS DIV., Bendix Aviation Corp., South Bend 20, Ind. Automotive products: brakes, power braking systems, power steering for automobiles, trucks and buses, constant velocity universal joints, hydraulic control systems, including clutch and throttle controls for rear engine vehicles, carburetors, parts cleaners. Aviation products: carburetors, fuel metering and engine control systems for turbojet, turboprop, rocket and missile engines, landing gear systems, including wheels, brakes and shock-absorbing struts. J. A. MacLean, asst. group

(Continued)



HOW TO GET RID OF RED ANTS

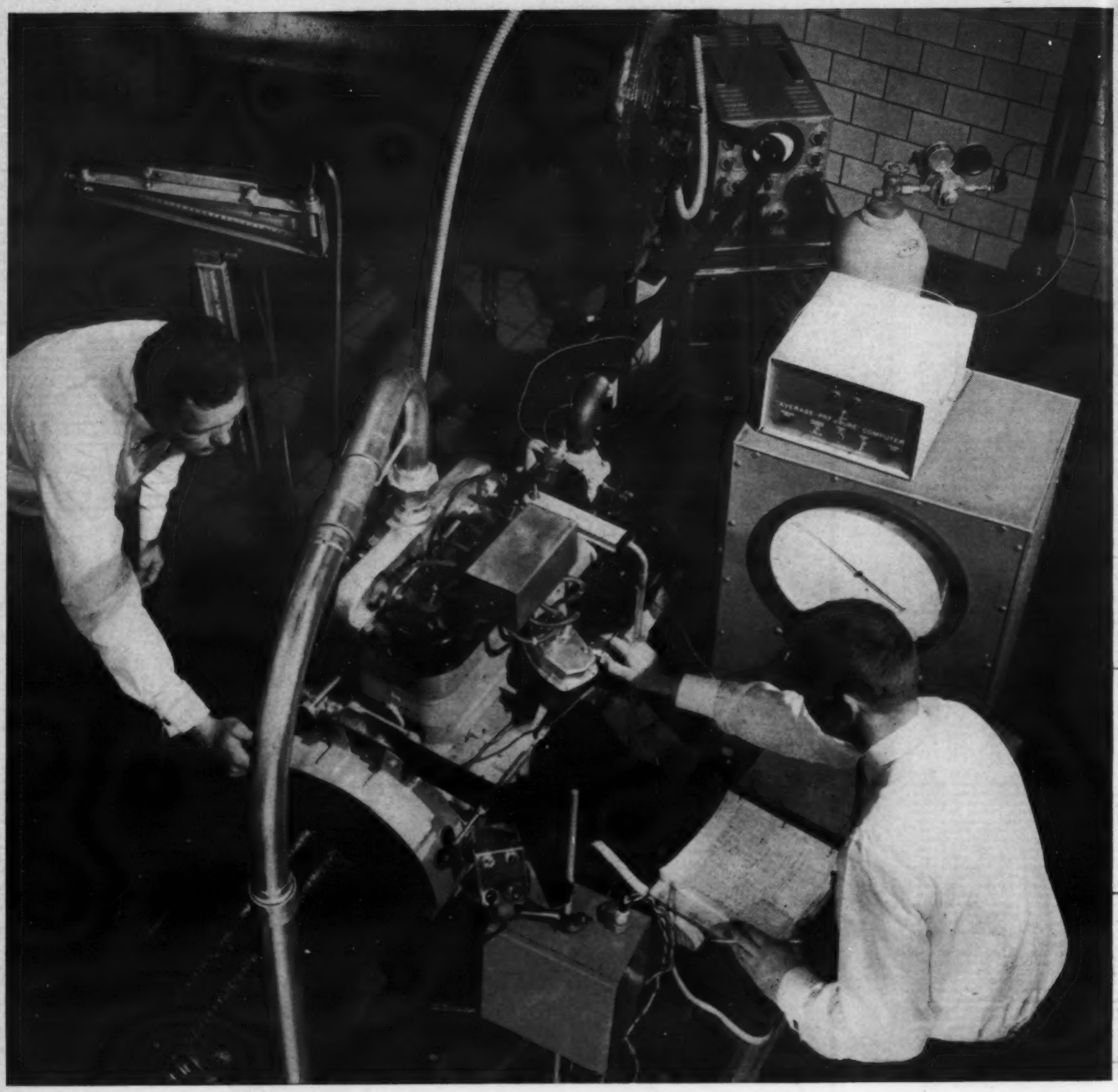
You can trap them, stomp on them, drown them with bug bombs, but if they keep coming back for more, what do you do? One WJR listener wrote to Bud Guest for help (Bud has a breezy program "The Sunny Side of the Street" daily from 8:15 to 8:30 a.m. on WJR).

The problem was aired and, within a few days, produced a deluge of letters from experts on how to get rid of red ants. Audience response like this is not unusual as Bud Guest is a favorite correspondent of listeners in Michigan, Ohio, Indiana and Southwestern Ontario.

Imaginative programming like "The Sunny Side of the Street" and many other live shows carry out WJR's philosophy—live radio with adult appeal. And since adults are the people with money, where can you find a better pipeline to their pockets and purses than on a station which talks their language?

Whether your problem is red ants or a sales campaign, ask your advertising manager, agency or Henry I. Christal representative for all the facts on WJR, the "buying power" station in the Detroit-Great Lakes area.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



Ethyl Research

Looks at Future Fuel-Engine Relationships

An important part of Ethyl's Research Program is the evaluation of the performance of prototype future fuels in engines of advanced design. Results are made available to both the Oil and Automotive Industries.

This significant and continuing research effort is another example of how Ethyl Corporation serves each industry by also serving the other.

ETHYL ANTIKNOCK COMPOUND ETHYL CORPORATION

ETHYL CORPORATION

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Who's Who in the Auto Industry

(Continued)

exec, B.A.C.; R. G. Caoette, asst. gen. mgr. automotive; F. E. Farrell, dir. of automotive sales; S. V. Harding, adv. mgr.; C. E. Budd, dir. of pur.; J. B. Haas, traf. mgr. **Det. Rep.**—J. K. Muessel, General Motors bldg. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX RADIO DIV., Bendix Aviation Corp., Baltimore 4, Md. Custom automobile radios, custom printed circuit boards, radar systems, missile guidance and control systems, air traffic control systems, data processing systems, airborne communications and navigation systems for military and commercial aircraft, two-way mobile and railroad communications systems. E. K. Foster, vice-pres. and group exec. Bendix Aviation Corp.; A. E. Abel, gen. mgr. Radio Div.; W. W. Price, dir. pub. rel. and adv.; C. A. Georgi, exec. asst. to gen. mgr., Automotive Prods.: C. M. Granger, mgr.; G. W. Randolph, asst. mgr.; G. H. Brower, chief engr.; V. C. Judd, gen. sales mgr., Detroit; L. H. Jones, sales and serv. mgr., Baltimore; E. A. Gurry, sales mgr., Detroit; H. M. Munson, pur. agt. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich. Robert F. Shaw, acct. exec.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO., 901 Cleveland st., Elyria, O. Complete air brake systems and accessories for buses, trucks and trailers, air brake conversion kits, air clutch control, air steering, air horns, air supply units and other air controls for automotive and industrial applications. D. O. Thomas, chmn.; W. B. Paine, pres.; F. G. Reiter, vice-pres., treas.; F. L. Wheaton, vice-pres. mktg.; E. P. Durack, asst. to the pres.; S. Johnson jr., gen. mgr.; J. H. Walters, factory mgr.; W. G. Warriner, compt.; R. V. Firth, dir. of engrg.; H. R. Hafferkamp, dir. of pur.; R. S. Wetzel, sales mgr.; E. R. Willemin, dir. of labor rel. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENMATT ORGANIZATION, INC., 3447 East 15th st., Los Angeles 23, Calif. License plate frames, personalized monograms, auto luggage carriers. Joseph A. Teti jr., pres.; Edward P. Jette, vice-pres.; Mrs. Helen Guersch, mgr. Chicago office. Paul Huckelbury, plant supt. and traf. mgr.

BENNET-FERAGEN, 1408 Jerome, Niles, Mich. Automotive test equipment, wheel alignment and correction equipment, bearing packers, wear detectors, flow meters, brake fill tanks, turn tables, wheel balancers, wheel aligners, brake testers, auto test lanes, toe-in gauges. J. B. Whitlow, pres., owner and gen. mgr. **Det. Rep.**—C. P. Hoffman, 2591 W. Grand blvd., Detroit 8.

BENRUS WATCH CO., INC., 50 West 44th st., New York 36, N. Y. Auto clocks. S. R. Lazrus, chmn. bd.; Oscar M. Lazrus, pres.; Jay Kay Lazrus, vice-pres.; Julian Lazrus, secy.; Benjamin Lazrus, treas.; Samuel Feldberg, vice-pres., gen. mgr.; Clifford Siegmeister, vice-pres., sales mgr.; Albert Doerwald, chief engr.; Allan Fox, pur. agt.; Harvey Bond, vice-pres., adv. mgr.; Joseph Sereka, sales prom. mgr.; Sidney Langer, traf. mgr. **Adv. Agcy.**—Lennen & Newell, New York, N. Y. Jack Tarcher, acct. exec.

BERGER DIV., Republic Steel Corp., Canton 5, O. Fabricators of steel products—bins for parts, racks, shelving, tool room and shop equipment, lockers, desks, tables, filing cabinets, storage cabinets, book shelf units, transfer cases, sheet metal roof drainage products, materials handling products. C. E. Howes, gen. mgr. of sales; D. E. George, mgr. of steel equip. sales; R. L. Seiple, sales mgr. steel bldg., product sales; F. Peterson, wks. mgr.; Karl Foltz, pur. agt.; E. E. Bang, adv. mgr. **Det. Rep.**—G. R. Pitts, br. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. John Goulet, acct. exec.

BERNZ CO., INC., OTTO, Driving Park and Ramona, Rochester 6, N. Y. Portable propane gas appliances. S. J. Reich, pres.; J. M. Dunn, vice-pres.; M. Cappell, treas.; Jack Clayton, vice-pres. in charge of prod.; Fred Dittman, adv. mgr.; J. Spiegel, pur. agt. **Det. Rep.**—Terry McDowell. **Adv. Agcy.**—C. L. Rumrill & Co., Rochester, N. Y. Donald Miller, acct. exec.

BERTLEY CO., INC., 540 E. Fordham rd., New York 58, N. Y. Custom tailored automobile seat covers. Bert Levy, pres., sales mgr.; pur. agt.; Hannah Levy, secy.-treas.; Bert Levy, adv. and sales prom. mgr.

BESLY-WELLES CORP., South Beloit, Ill. Disc grinders, abrasive discs and wheels, taps, drills, reamers, end mills, tool bits, carbide tipped tools and gages. E. K. Welles, chmn.; W. C. Olson, pres.; E. Addoms, vice-pres. in chge. of sales; S. M. Napp, vice-pres., machine tool div.; N. C. Minehart, vice-pres., Abrasives Div.; E. K. Welles jr., treas., adv. mgr.; D. P. Welles, jr., secy.; M. R. Wardlow, wks. mgr.; R. A. Kemman, Grinder Div. sales mgr.; C. Ferwerda, pur. agt. **Det. Office**—16509 Meyers rd. **Adv. Agcy.**—Waldie & Briggs, 221 N. LaSalle st., Chicago 1, Ill. Ray Wall, acct. exec.

BETHLEHEM STEEL CO. Alloy and carbon steel bars and billets; low-alloy, high-strength corrosion resisting steel; tool steels; hot and cold-rolled sheets and strip; forgings and castings; hydraulic presses; rod and wire; wirerope; standard and special fasteners; cold-formed shapes and special sections. E. G. Grace, hon. chairman; A. B. Homer, pres.; J. V. Honeycutt, vice-pres., sales; P. S. Killian, vice-pres., pur.; J. M. Larkin, vice-pres., industrial and pub. rel.

BETTER MONKEY GRIP CO. (Monkey Grip Sales Co.), P. O. Box 6170, Dallas 22, Tex. Tire and tube repair materials; truck splash guards; tubeless tire repairs and repair equipment; friction, rubber, and plastic electrical tapes; automobile utility floor mats; rubber cements; tire retreading materials. T. H. Everett, pres.; J. R. Everett, vice-pres., prod. mgr.; L. M. Everett jr., vice-pres., secy.-treas.; Earl R. Beard, sales mgr. **Det. Rep.**—Gene Lemke Sales Co., 484 Fordham Pkwy., Bay Village, O. **Adv. Agcy.**—J. Neal Ferguson & Associates, Dallas, Tex.

BIG BUCK AUTOMOTIVE SUPPLY CO., 500 Rantoul, Beverly, Mass. Convertible tops, civilian and Army Jeep tops, replacement headliners, auto seat covers, truck covers and bow assemblies, boat tops and mooring covers. Morris Goldfield, owner; Allen R. Gray, sales mgr. **Adv. Agcy.**—Cotter Advertising Agency, 120 Boylston st., Boston, Mass.

BIG FOUR INDUSTRIES, INC., 5938 Carthage ct., Cincinnati 12, O. Henderson powair-pak power bead breaking tire changer, air lock tire changer, wheel balancer; Big Four bumper jack, tubeless tire bead expander, truck tire changer and stand, tire merchandiser, tire lubricant, tire spotter (vulcanizer), Kemsway tire conditioner. Vernon Hildebrandt, pres.; Eric Rothley, vice-pres.; Arch F. Hildebrandt, secy. and gen. mgr.; David W. Besuden, sales mgr.; Gene Cullen, plant supt. **Det. Rep.**—Paul Glasmeier, 1431 Anita ave., Grosse Pointe 36, Mich. **Adv. Agcy.**—Lewis W. Selmeier, Cincinnati, O.

BINGHAM STAMPING DIV., The Bingham-Herbrand Corp., 1062 Post st., Toledo 6, O. Brake levers, compressor shells, stampings—medium to large. L. E. Yunker, pres.; D. R. Feemster, vice-pres., gen. mgr. and sales mgr.; J. G. Fetter, secy.; R. B. Johnston, treas.; Donald H. Thure, works mgr.; R. S. Hinsey, chief engr.; C. A. Keller, pur. agt.; W. A. King, traf. mgr.; C. A. Bradley, pub. rel. dir. **Det. Rep.** — M. H. Alldredge, 414 Fisher bldg.

BINKLEY MFG. CO., Warrenton, Mo. Truck trailer and body steel and aluminum structure, roofs, hardware, tire carriers, landing gears, 5th wheels and tandems. W. J. Binkley, pres.; W. Hausner, vice-pres. and treas.; E. G. DeMersseman, secy., F. A. Bornmann, gen. sales mgr., R. B. Meihaus, sales mgr. Trailer & Truck Body Parts Div.

BINKS MFG. CO., 3114-44 Carroll ave., Chicago 12, Ill. Spray guns, spray booths, painting outfits, regulators, hose and connections, all spray painting accessories. Burke B. Roche, pres.; P. L. Griffin, vice-pres., treas.; John E. Rowe, vice-pres., indus., pub. rel.; C. Houlihan, secy.; George Harker, chief engr.; Richard Krisch, pur. agt. **Det. Rep.**—A. W. Christenson, 105 E. Baltimore ave. **Adv. Agcy.** — Robertson, Buckley & Gotsch, Chicago, Ill. Scott Robertson, acct. exec.

BISHMAN MFG. CO., Osseo 1, Minn. Tire repair equipment, battery service equipment; pumps, barrels, drum, tank, tools; garage. Walter A. Bishman, pres.; E. L. Bishman, vice-pres.; Harold G. Lien, secy.-treas. F. Ruhland, works mgr.; Don Lyons, sales mgr.; Bob Sharrow, asst. sales mgr.; M. Dahlgren, parts and acct. mgr. Walter Ruhland, chief engr.; A. Wallace, pur. agt. **Det. Rep.** — James Wernert, 3155 Goddard rd., Toledo, O. **Adv. Agcy.**—Keystone Ad. Agency, Minneapolis, Minn. A. G. Taylor, credit mgr.

BISHOP & BABCOCK MFG. CO., 4901 Hamilton ave., Cleveland 14, O. Thermostats, replacement and original equipment; hot water heaters and heater fittings. Edward L. Mayo, pres.; Wm. C. Linehan, treas.; H. J. Stenger, gen. mgr.; E. R. Kay, sales supervisor; R. F. Doughty, adv. mgr.; A. G. Getz, chief engr.; R. A. Dempsey, pur. agt. **Det. Rep.**—Webb Engineering Associates, Inc., Box 117, Franklin, Mich.

BLACK & DECKER MFG. CO., THE, E. Penna. ave. Towson 4, Md. Portable electric tools—screw drivers, impact wrenches, nibblers, portable electric drills, magnetic drill presses, sanders, polishers, shears, vacuum cleaners, electric bench and portable grinders, electric valve refacers, valve seat grinders, wire wheel and carbon cleaning brushes. R. D. Black, pres. and chmn. of board.; A. G. Decker jr., exec. vice-pres.; R. G. Horner, vice-pres. mktg.; Adam J. Quick, vice-pres. prod.; T. I. Burbage, corp. secy.; J. Early Hardesty, vice-pres., treas.; G. W. McCarty, vice-pres. res. and dev.; A. S. Boehm, mgr., ind. auto. div.; A. S. Fehsenfeld, mgr., hardware div.; J. P. Spain, mgr., prod. service div.; J. F. Apsey jr., dir. adv. and sales prom.; G. H. Porter, III, adv. mgr., ind. auto div.

BLACK MFG. CO., 403 Penn st., Baltimore 30, Md. Paint spray equipment. W. E. Henning, pres.; R. Benson, vice-pres.; Gaylord B. Wilson, secy.-treas. **Det. Rep.**—E. C. Imonen & Associates, 20203 Hubbard rd., Livonia, Mich.

BLACK & SONS, INC., ADAM, 300 Tonnele ave., Jersey City 6, N. J. Truck and trailer bodies. Fred O. Black, pres.; William C. Black, vice-pres., gen. and adv. mgr.; Edward A. Black, treas. and wks. mgr.; Fred O. Black jr., chief engr.; Fred D. Godfrey, pur. agt.; William F. Black, sales mgr.

BLACKHAWK MFG. CO., 5325 W. Rogers, Milwaukee 46, Wis. Hydraulic hand and service jacks, porto-power equipment and hydraulic controls. H. P. Brumder, chmn. of bd.; Phil Brumder, pres.; John Merker, vice-pres., secy., mgr. contract sales; Hal Goehrig, vice-pres., chg. sales; E. M. Brabant, wks. mgr.; L. E. Bertane, vice-pres., exp. mgr.; Wes Kiley, sales mgr., dist. div.; Charles Gutenkunst, serv. mgr.; Wes Kiley, mtkg. mgr.; Joel Liska, adv. mgr.; Robt. Tetzlaff, sales prom. mgr.; Harry Ferguson, asst. to vice-pres. chge. of sales. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap, Inc., 744 N. 4th st., Milwaukee, Wis. Burt E. Hotvedt, acct. supervisor; Chuck Calkins, acct. exec.

BLAISDELL MFG. CO., 1350 Coronado ave., Long Beach 4, Calif. Feathered shims, oil metering jets, axle sleeves, rocker arm shims. A. H. Blaisdell, pres.; H. J. Blaisdell, vice-pres.

BLANCHARD BRO. & LANE, INC., 408 Frelinhuysen ave., Newark 5, N. J. Genuine upholstery leather for automotive and furniture. Sherwood B. Gay, chmn. of bd.; D. H. McCree, pres.; N. C. Foss, vice-pres.; J. C. Koeniger, treas., pur. agt.; T. V. Jardine, secy.; J. K. Koeniger, wks. mgr. Newark Plant; W. H. Good, wks. mgr. Ashtabula Plant. **Det. Rep.**—Ryan Sales Engineering Co., 7545 Lyndon ave., Detroit, Mich.

BLISS CO., E. W., 1375 Raff rd., S. W., Canton, O. Mechanical presses, hydraulic presses, automatic feeds, can and container machinery, rolling mills, special machinery. R. Potter, pres.; A. S. Burgoyne, vice-pres., mfg.; R. K. Compton, vice-pres., per.; George T. Pfifer, vice-pres., fin.; J. R. Patterson, vice-pres., Mackintosh-Hemphill div.; George Perrault jr., vice-pres., Rolling Mill div.; Robert Shannon, div. mgr., Hastings div.; William H. Garrison, treasurer and asst. secy.; James T. Harrrington, secy.; S. E. Huffman, sales mgr., presses; W. L. Edwards jr., cont.; John Lindberg, mgr., Canton div.; Edward H. Farmer, mgr., San Jose div.; Lloyd Jones, mgr., Die Supply div.; J. K. Wingard, mgr., press engrg.; W. Staecker, asst. mgr., press engrg.; A. Drain, chf. engr., Canton div.; A. H. Schloz, chf. engr., Toledo div.; H. T. Burke, chf. engr., Hastings div.; G. E. Farrington, chf. engr., Rolling Mill div.; George Breza, chf. engr., Mackintosh-Hemphill div.; E. V. Crane, chf. engr., special proj.; R. E. Reilly, sales mgr., spec. prod.; E. V. Ferry, adv. mgr. **Adv. Agcy.**—Freeley Advertising Agency, New York, New York. John J. Feeley, acct. exec.

BLITZ ELECTRIC CO., 5713 Wentworth ave., Chicago 21, Ill. Battery chargers (fast and slow), trickle charger, battery wheelers, power packs, warning signals, booster cables, extension cables, battery lifter and jumpers. Charles J. Wolowicz, pres., sales, mgr.; Stanley Figora, secy., treas. and works mgr. **Adv. Agcy.**—Conwisher, 5252 Broadway, Chicago, Ill.

BLUE BIRD BODY CO., Fort Valley, Ga. School and passenger bus bodies. A. L. Luce, pres.; Albert L. Luce jr., gen. mgr.; Corbin Davis, gen. sales mgr.; J. A. Roquemore, chief engr.; H. F. McElroy, pur. agt.; G. E. Luce, plant mgr.

BLUE CROWN CORP., P. O. Box 96, Defiance, O. Automotive spark plugs. K. L. Johnson, pres.; James V. Shindler, vice-pres.; W. W. Witker, secy.-treas.; J. E. McCarty, chf. engr.

BOBROW INDUSTRIES INC., 814 Broadway, New York 3, N. Y. Ash trays, monograms, initials, auto keys, key chains, flags and emblems. Ed. Bobrow, pres., Service Sales Co., 14214 Superior rd., Cleveland 18, O.

BOHN ALUMINUM & BRASS CORP., Detroit 26, Mich. Automobile, bus, diesel, marine, tank, tractor and truck bearings and bushings; automobile, bus, diesel, marine, tank, tractor and hydraulic brake pistons (rough and finished); aluminum and brass extrusions; brass rods; aluminum and brass forgings; aluminum permanent mold castings; brass and bronze ingot; refrigeration and air conditioning products. Polyethylene plastic housewares and custom plastic molding. S. D. Den Uyl, chmn. bd.; Terry W. Kuhn, pres.; E. K. Mann, vice-pres. and treas.; G. H. Pitts, vice-pres. of mfg.; W. J. Lane, secy.; R. C. Aylward, vice-pres. sales; K. R. Crawford, asst. treas. and asst. secy.; D. I. Connor, adv. mgr. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit 26, Mich.

BOLTA PRODUCTS, Div. of General Tire & Rubber Co., 70 Garden st., Lawrence, Mass. Boltaflex supported, self-supported and breathable vinyl sheeting in automotive formulations for use in seat cover upholstery and trim and original equipment on new cars. Bolta-Quilt with vinyl foam and Bolta-Tuft with synthetic filler for seat cover trims. Boltaflex crystal clear for rear windows of convertibles. Boltaron moldable plastic for crash pads, door panels, headliners in station wagons and similar applications. John Roppel, div. mgr.; Sumner L. Trilling, gen. sales mgr.; Robert Christ, contr.; James D. Casey, mgr. plant and prod. engrg.; William F. Murphy, fcty. mgr.; J. A. Wilcox, mgr. planning and scheduling; Bomar Kramer, asst. gen. sales mgr.; Arthur Read, sales mgr. orig. auto. equip.; A. S. Bloomberg, sales mgr. auto. access.; H. Oscar Witten, export mgr.; David H. Simonds, dir. of adv.; Wayne Grubaugh, pur. agt.; Mike Camuso, mgr. factory pers.; John R. Sullivan, traf. mgr. **Adv. Agcy.**—D'Arcy Advertising Co., Terminal Tower, Cleveland, O. Robert Leetch, acct. exec.

BONNEY FORGE & TOOL WORKS, Alliance, O. Mechanics' hand tools. Joseph W. McDougal, pres.; K. W. Foust, exec. vice-pres.; Max E. Secaur, adv. mgr.; Richard R. Holmstrom, sales mgr.; Robert L. Houston, chf. engr.; George Clayton, pur. agt.

BON TON AUTO UPHOLSTERY, INC., 15 W. Marie st., Hicksville, N. Y. Custom auto seat covers, boxed convertible tops, auto carpets, front or rears. Theodore Caplan, pres.

BONZER MFG. CO., 625 West 14th st., Long Beach, Calif. Continental wheel kits, caravan wheel kits, jet stream luggage racks, universal luggage racks, knock off wheel spinners, aerial satellites. Harold Bennett, pres.; L. W. Bonzer, vice-pres. in chge. of sales; Geraldine Bennett, vice-pres.; Elmer E. Fanter, secy.-treas.

BOOTS AIRCRAFT NUT CORP., P. O. Box 591, Norwalk, Conn. Self-locking nuts and threaded inserts. Jay S. Boots, pres.; C. A. Milton, vice-pres., treas.; Charles G. Miller, sales mgr. **Adv. Agcy.**—Wade, Woodward & Whitman, Inc.

BORG & BECK DIV. of Borg - Warner Corp., 6558 S. Menard ave., Chicago 38, Ill. Torque converters and clutches for passenger cars, trucks, tractors, lift-trucks. Harold Nutt, pres. and gen. mgr.; Clyde Bissell, vice-pres., secy-treas. and contr.; Otto Janes, asst. secy. and asst. treas.; Paul Jones, works mgr.; Arthur W. Anderson, sales engr.; Alfred A. Krueger, sales mgr. and asst. to gen. mgr.; Chas. C. Blanchard, serv. mgr.; R. L. Smirl, dir. of engr.; Lawrence R. Seen, pur. mgr.; Edward F. Newren, asst. pur. mgr.; Edward Dantzer, traf. mgr. **Det. Rep.**—Joel D. Monroe, Rm. 7-233 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Headen, Horrell & Wentsel, Inc., Chicago 1, Ill. Robert L. Headen, acct. exec.

BORG CLOCK DIV., Amphenol-Borg Electronics Corp., Delavan, Wis. Electrically-wound automobile clocks. Lester M. Grether, pres.; Karl M. Keck, sales mgr.; Sam Dinerstein, chief engr.; H. W. DeVitt sr., supt.; Deane T. Grether, pur. agt. **Det. Rep.**—Robert Griffin, 628 New Center bldg., 7430 Second ave., Detroit 2.

BORG-WARNER CORP., 200 S. Michigan ave., Chicago 4, Ill. Transmissions, automatic transmissions & components, overdrives, torque converters & assemblies, clutches, clutch discs, special steel & wet type friction clutch plates, sprag type free-wheeling clutches, one-way clutches, universal joints and propeller shafts, radiators, spin-resistant differentials, differential cases and assemblies, differential internal gears and spiders, timing chains and sprockets, parking brake assemblies, synchronizer units and assemblies, transmission gears, axle shafts, gear box assemblies, tapered discs for truck wheels, gasoline, distillate, & LPG carburetion equipment, oil coolers, heater coils, cooling and condensing coils, fuel pumps, hydraulic pumps and valves, precision stampings, power take-offs, refrigeration compressors for automotive air conditioning, truck refrigeration, precision Belleville type and flat springs, gear reduction units, fuel metering devices, adhesives, driving axles, speed reducing units, geared motors and couplings, automotive forgings and forging dies. R. C. Ingersoll, chmn. of bd.; R. S. Ingersoll, pres. and chief exec. officer; L. G. Porter, admin. vice-pres; Albert Steg, vice-pres. and treas.; R. W. Murphy, vice- pres. and gen. counsel; H. H. Gehlbach, secy; Donn Sutton, dir. of pub. rel. and adv. **Industrial Adv.**—Headen, Horrell & Wentsel, Inc., Chicago. R. L. Headen, acct. exec.

BORROUGHS MFG. CO., Subsidiary American Metal Products Co., 3000 N. Burdick, Kalamazoo, Mich. Mfrs. of steel products—parts bins, bulky part racks, work benches, shop desks, tool toters, shelving, book cases, storage cabinets, library shelving, open shelf files, clothes racks. George Bennett, pres. and gen. mgr.; Tracy Call, secy.-treas.; J. Strand, adv. mgr.; R. LaFond, R. Cody, asst. sales mgrs.; M. Newby, factory mgr.; T. Haag, chief engr.; P. Ernst, pur.; R. Pike, traffic mgr. **Adv. Agcy.**—Rolland G. Spedden, 1402 Maccabees bldg., Detroit 6, Mich. Roland G. Spedden, acct. exec.

BOSTON WOVEN HOSE & RUBBER CO., Div. of American Biltrite Rubber Co., Inc., Boston 3, Mass. Automotive hose, conveyor, elevator and transmission belting, industrial and fractional V-belts, industrial hose, industrial and municipal fire hose, plastic, rubber and friction tape, sheet packing, vinyl and rubber garden hose and matting. James N. Mason, vice-pres.; Alden S. Foss, asst. treas.; D. M. Raleigh, sales mgr.; Randolph H. Jackson, dir. of sales; Jerome M. Schlakman, adv. dir.; J. E. Munro, pur. agt. **Adv. Agcy.**—Hoago Provandie, 137 Newbury st., Boston, Mass.

BOSTROM MFG. CO., 133 W. Oregon st., Milwaukee 4, Wis. Torsion rubber spring suspension seat assemblies for trucks and tractors; cushions, spring units for trucks, tractors, earthmovers, transport vehicles, moulded poly urethane foam for all applications. Harold W. Bostrom, pres.; K. A. Bostrom, chmn. of the bd., treas.; Richard R. Whiting, vice-pres., secy.; James J. Gibbons, dir. of sales and adv.; Richard D. Cory, sls. mgr.; A. K. Simons, dir. engrg. and research; Ed Weyland, pur. agt. **Adv. Agcy.**—Buchen Co., 400 W. Madison, Chicago, Ill.

BOUND BROOK OIL-LESS BEARING CO., Lincoln blvd., Bound Brook, N. J. Sintered bronze and sintered iron bearings and structural parts, graphited bronze bearings. W. R. Toeplitz, pres.; S. S. Connor, vice-pres. & secy.; H. E. Thornton, chief engr.; E. B. Schoenly, factory mgr.; C. Durlach, pur. agt. **Det. Rep.**—J. J. Scott, 1356 Book bldg. **Adv. Agcy.**—Kniep Associates, Dover, N. J.

BOWEN PRODUCTS CORP., Canal st., Auburn, New York. Lubricants, grease cups, oilers, metal stampings. James F. Conners, pres.; Edw. C. Kosowski, vice-pres. engr.; Earl Lewis, prod. mgr.

BOWER ROLLER BEARING DIV., Federal-Mogul-Bower Bearings, Inc., 3040 Hart ave., Detroit 14, Mich. Tapered roller bearings, cylindrical roller bearings. F. E. Halderman, gen. mgr.; S. E. Davidson, mgr. of sales; G. O. Wilson, mgr. of mfg.; H. Weis, mgr. prod. eng.; C. J. Heller, dir. of pur. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

BOWERS BATTERY & SPARK PLUG CO., Box 1262, Reading, Pa. Storage batteries, spark plugs, battery changing equipment. H. J. Noznesky, pres.; A. J. MacRae, exec. vice-pres.; I. C. Montz, secy.-treas.; G. R. Luckenbill, works mgr.; Richard Bowers, sales mgr.; W. F. Keller, adv. mgr.; Harold L. Deprill, pur. agt.; Herbert Nagle, traf. mgr. **Adv. Agcy.**—Ted Black Agency, Reading, Pa.

BOWES "SEAL FAST" CORP., 5902 E. 34th st., Indianapolis 18, Ind. Tire and tube repair, tubeless tire repair, radiator chemicals, white sidewall tire cleaner—liquid and paste, battery cables, spark plugs, tire repair equipment and machines, additives, oil filters, valve hardware, automotive fuses, molded and flexible radiator hose, combustion-aid, brake fluid, tire paint, waterless hand cleaner. Charles E. Bowes, pres.; Corwin T. Geyer, vice-pres. and gen. mgr.; Robert M. Bowes II, exec. vice-pres.; Freeman A. Leas, secy.; Maude F. Watson, treas.; George E. Talmage, ser. mgr.; George O. Cote, mgr. Nat'l accts. div.; E. E. Perkins, pur. agt.; Don Ray, asst. pur. agt. **Adv. Agcy.**—The Biddle Co., Bloomington, Ind. Royden Rice, acct. exec.

BOWMAN PRODUCTS CO., 850 E. 72nd st., Cleveland 3, O.; 2135 Fredrick st., Oakland, Calif.; Bowman Products (Canada) Ltd., 25 Densley ave., Toronto, Ont. Automotive hardware, replacement parts, specialties, accessories. C. F. Devine, pres.; D. L. Thoburn, exec. vice-pres.; A. H. Narwold, secy.; P. V. Thoburn, treas.; J. M. McKinnie, vice-pres., sales mgr.; R. W. Hendricks, vice-pres. pur.; C. Kittredge, sales prom. mgr.; A. M. Lopez, export mgr.; S. M. York, chief engr.; W. H. Thoma, ind. sales engr.; F. W. Carper, asst. pur. agt.; C. W. Graf, traf. mgr.

BOYDELL BROS. CO., 1121 E. McNichols, Detroit 3, Mich. Pearlchrome, lacquers, maintenance finishes, chroma-sheen, primers, varnishes, synthetic enamels (air dry and bake), specialty finishes. Wm. C. Boydell, pres., sales mgr.; H. Gordon Wood, secy.; L. J. Harding, treas., gen. mgr.; R. W. Partusch, tech. dir.; C. H. Leinenkugal, pur. agt.

BOYERTON AUTO BODY WORKS, INC., Third and Walnut, Boyertown, Pa. Production type conventional and forward control delivery panel bodies; special custom-built bodies, van bodies, refrigerated truck bodies, ambulance bodies, expansible van bodies and folding side van bodies. Paul R. Hafer, pres.; B. Frank Hafer, secy.-treas.; Gordon Rose, asst. to pres.; Thos. H. Gottshall, dir. sales; W. Sterling Keller, dir. adv. and pub. rel.; Lloyd B. Fritz, dir. of mktg.; Sam Trethewey, pur. agt.

BRACH MFG. CORP., 200 Central ave., Newark 3, N. J. Auto radio antennas. A. A. Danielson, vice-pres. in chge. sales; H. Staple, pur. agt.; M. Goldberg, plant mgr.; J. Berger, dir. sales; J. Keough, asst. sales mgr.

BRADEN WINCH CO., P. O. Box 547, Broken Arrow, Okla. Winches, gear boxes, hanger bearings. J. E. Mabee, pres.; H. B. Mabee, vice-pres. and gen. mgr.; Frank A. Brown, chg. sales; R. W. Schuetz, adv. mgr.; E. W. Turnquist, chief engr.; C. A. Thomas, pur. agt.; Walter Black, traf. mgr. **Det. Rep.**—Howard M. Ross, 615 Orchard View Drive, Royal Oak, Mich., **Adv. Agcy.**—Watts-Payne Adv. Co., Tulsa, Okla. Les Hauger, acct. exec.

BRAEBURN ALLOY STEEL CORP., Braeburn, Pa. High speed alloy and carbon tool steels, tool bits and shear blades. Mortimor S. Gordon, chmn.; Norman I. Stotz, pres.; Felix Kremp, vice-pres.; John A. Nelson, vice-pres.; N. B. Mullen, secy.; Walter H. Knorr, treas.; J. A. Gourley, asst. treas.; W. B. Moret, storekeeper; Charles W. Schuck, gen. supt.; C. T. Fletcher, metallurgist; R. C. Stevick, asst. sales; F. B. Walker jr., chf. engr.; E. M. McLaughlin, pur. agt.; J. F. Conner chief chemist; J. R. Hill, M. M.; D. C. Garlitts, mach. shop supt. **Det. Rep.**—E. A. Brophy, 1135 East 9 Mile rd., Ferndale 20, Mich.

BRAKE LINING SUPPLY CO., INC., 135 Bradford st., Lawrence, Mass. Brake lining for cars, trucks, buses, etc. Adrian Comins, pres. and treas.; S. A. Comins, vice-pres. and gen. mgr.

BREEZE CORP., INC., 700 Liberty ave., Union, N. J. Radio ignition shield assemblies, tab controls, tachometer adapters, conduit and fittings, hose clamps, flexible tubing and metallic bellows and electrical connectors. J. J. Mascuch, pres.; R. Mascuch, vice-pres.; H. J. Dwyer, secy.; E. J. Kocis, treas.; T. C. Irwin, automotive sales mgr.; K. D. Strunk, dir. engrg.; R. Fuller, pur. agt.; A. P. Ellsworth, asst.; M. Lyon, sales mgr. **Adv. Agcy.**—Burke, Dowling, Adams, New York, N. Y. Vaughn Hannington, acct. exec.

BREUER ELECTRIC MFG. CO., 5100 N. Ravenswood ave., Chicago 40, Ill. Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, portable (Auto-Vac) vacuum cleaners, dust collectors. A. A. Breuer, pres.; C. A. Criswell, vice-pres.; R. L. Kline, gen. sales mgr.; J. Hill, serv. mgr.; E. Rowe, pur. agt. **Det. Rep.**—Tornado Sales and Service, 8035 Hamilton ave., Detroit 2, Mich. **Adv. Agcy.**—Grimm & Craigie, Chicago, Ill. Walter T. Craigie, acct. exec.

BREWER-TITCHENER CORP., THE, 111 113 Port Watson st., Cortland, N. Y. Forgings and stampings. J. H. Greene, pres; J. F. Dwyer, E. R. Brewer, W. S. Brewer, vice-presidents; H. J. Flinn, treas.; F. A. Celler, vice-pres. for sales; A. W. Hoffman, dir. of pur.; L. H. Dodd, traf. mgr.; Fred S. Stidfole, mgr. of Cortland Forging Div.; W. D. Sweetland, mgr. of Crandal-Stone Div., Binghamton, N. Y.; J. F. Dwyer, mgr. of Carriage Goods Div., Cortland, N. Y. **Det. Rep.**—C. H. Webster Adv. Agcy.—Taylor M. Ward, Inc., Ithaca, N. Y.

BRIDGEPORT BRASS CO., 30 Grand St., Bridgeport 2, Conn. Brass, copper, and aluminum mill products in sheet, rod, wire and tube. Aluminum extrusions and forgings, condenser and heat exchanger tubes, bronze welding rod and wire, brass and copper pipe, copper water tube, tire valves and accessories, plumbing goods, metal laminates, reactor and special metals. Herman W. Steinkraus, pres. and chrm. of bd.; Austin R. Zender, exec. vice-pres.; Richard L. Allen, vice-pres. chge. of sales; John S. Dawson, vice-pres., secy., counsel; Warren J. Faust, vice-pres., treas.; William E. Duggan, adv. mgr., ind. prod. **Adv. Agcy.**—Hazard Adv. Co., New York. J. Nelson Borland, William Ponton, acct. execs.

BRIDGEPORT FABRICS, INC., 165 Holland ave., Bridgeport, Conn. Non-elastic narrow fabrics, sponge rubber weather-stripping with molded-in spring wire flange, robe rails, assist straps. H. Burling Naramore, pres.; R. W. Naramore, vice-pres., sales mgr.; Kenneth M. Dugan, vice-pres., chge. mfg.; A. C. Breul jr., secy; T. N. Wakeman, treas.; L. Sparagen, chf. engr.; Paul Wick, pur. agt. **Det. Rep.**—732 Fisher bldg., Detroit 2, Mich.

BRIGGS FILTRATION CO., River rd., Washington 16, D. C. Oil filters and oil filter replacement elements, F. S. Ehrman, pres.; J. H. Nash, vice-pres.; John MacGuffin, sales mgr.; Mrs. Val McInteer, sales prom. mgr.; J. M. Canaris, dir. of engrg.; D. Hardester, pur. agt.; Howard B. Bryant, traf. mgr. **Det. Rep.**—Industrial: D. A. Shortt, Briggs Filtration Co., 17217 Wyoming ave. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. W. S. Martin, acct. exec.

BRIGGS AND STRATTON CORP., 2711 North 13 st., Milwaukee 1, Wis. Automotive locks, switches and related equipment. C. L. Coughlin, pres.; Edward V. Oehler, vice-pres. chg. sales; L. G. Regner, secy., treas.; R. W. Griffith, works mgr., vice-pres. chg mfg.; O. L. Sickert, sales mgr.; R. C. Freitag, adv. mgr.; W. B. Van Vleet, serv. mgr.; H. S. Brown, vice-pres. chge. engr.; J. F. Bode, vice-pres. chg. pur.; Paul E. Pender, traffic mgr. **Det. Rep.**—P. W. Trier, Briggs and Stratton Corp., 716 New Center bldg., Detroit 2, Mich. **Adv. Agcy.** — Klau, Van Pietersom, Dunlap, Inc., Milwaukee, Wis. R. Ban, acct. exec.

BRIGHT STAR INDUSTRIES, 600 Getty ave., Clifton, N. J. Flashlights, flashlight and radio batteries, dry cells, vitasparks. P. C. Munroe, exec. vice-pres., dir. of sales; A. Levy, pur. agt.

BRIGHTBILL BODY WORKS, INC., M. A., E. Cumberland st., Lebanon, Pa. Truck bodies, vans, custom bodies. Richard L. Boeshore, pres., mgr.; Kathryn A. Boeshore, secy.-treas.; James A. Eckenroth, asst. mgr.

BROCKWAY MOTOR TRUCKS, Div. of Mack Trucks, Inc., 106 Central ave., Cortland, N. Y. Brockway trucks. J. E. Cambria, vice-pres., gen. mgr.; V. A. Phillabaum, asst. gen. mgr.; Alex Kerr, serv. mgr.; F. M. Ambler, chief engr.; Claude M. Bigelow, pur. agt.; Robert Brow, asst. pur. agt.; John Vico, asst. prod. mgr.; Austin Tucker, asst. sales mgr.; Gerald D. Shira, per dir.; Chester W. Anderson, plant mgr.

BROWN, ROBERT W., & CO., 8241 Phlox st., Downey, Calif. Dealer name license plate frames, name monograms, name monoplates, advertising specialties and display items. Dow Christie, western sales mgr. **Det. Rep.**—James P. Long sr., 6636 Lahser rd., Birmingham, Mich.

(Continued)

Port-of-Entry Prices On Imported Cars

(Continued from Page 16)

Model 502/Deluxe/2.6 4-dr. sed., $5,600; Model 502/3.2 4-dr., sed., $6,000; Model 502/Super/3.2 4-dr. sed., $6,600; Model 503/3.2 conv., $11,900; Model 507/3.2 Touring Sport cpe., $10,500. (Heater and power brakes are standard on Models 503 and 507.)

BMW ISETTA 300 — sunroof, $1,048; cabriolet, $1,098. **BMW (Isetta) 600**—5-pass. sed., $1,398; sunroof sed., $1,437. (Heater standard on all models.)

BORGWARD—Isabella—2-dr. sed., $2,495; stat. wag., $2,685; Touring Sport, $2,845; Touring Sport Coupe, $3,750.

CITROEN — 2CV — 4-dr. sunroof sed. (centrifugal clutch) $1,298; **ID-19**—4-dr. sed. (air suspension). $2,833; **DS-19**—4-dr. sed. (air suspension, power brakes, power steering, automatic clutch), $3,333.

DATSUN—4-dr. sed., $1,616.

DKW—4-dr. sed., $2,395; 2-dr. sed., $1,995; 2-dr. hardtop, $2,195; stat. wag., $2,495. (Heater standard on all models.)

FACEL VEGA — Typhoon 2-dr. hardtop, $9,750; Excellence 4-dr. hardtop, $12,800. (Automatic transmission, power brakes, power windows, radio, heater are standard.)

FERRARI—"250 Granturismo"—Coupe, $12,000; 2-dr. Berlinetta (light car), $12,000; Conv., $14,000. "250 California"—Conv., $12,000.

FIAT—**600 Series**—2-dr. sunroof, $1,098; Bianchina, $1,298. **600 Series**—2-dr. sed., $1,398; 2-dr. sunroof, $1,460; 4-dr. stat. wag., $1,658. **1100 Series**—4-dr. sed., $1,743; 4-dr. stat. wag., $2,129. **1200 Series**—4-dr. sed., $1,998; roadster, $2,619. (Heater standard on all models.)

FORD (England)—**Anglia**—standard 2-dr. sed., $1,464; deluxe 2-dr. sed., $1,561. **Prefect**—standard 4-dr. sed., $1,517; deluxe 4-dr. sed., $1,661. **Escort**—2-dr. stat. wag., $1,651. **Squire**—2-dr. stat. wag., $1,761. **Consul**—4-dr. sed., $2,034; conv., $2,373; 4-dr. stat. wag., $2,772. **Zephyr** — 4-dr. sed., $2,215; conv., $2,574; 4-dr. stat. wag., $2,945. **Zodiac**—4-dr. sed., $2,387; conv., $2,865; 4-dr. stat. wag., $3,149. **Thames 800**—Estate Bus, $2,433.

GOGGOMOBIL—T-400 2-dr. sed., $1,095; Florida Sunroof Deluxe 2-dr., $1,135; 2-dr. Step-In Van, $1,350; Coupe de Ville, $1,450.

GOLIATH — 1100 Series — Custom 2-dr. sed., $1,949; Custom conv., $2,126; Custom 2-dr. stat. wag., $2,095; Empress Deluxe 2-dr. sed., $2,275; Tiger Sport Coupe, $2,568. (Heater standard on all models.)

HILLMAN—4-dr. Special sed., $1,699; 4-dr. Deluxe sed., $1,849; conv., $2,099; 2-dr. stat. wag. (Husky), $1,639; 4-dr. stat. wag. (Minx), $2,299.

HUMBER—Super Snipe—4-dr. sed., $3,995; 4-dr. stat. wag., $4,575. (Automatic transmission, power brakes and heater are standard.)

JAGUAR—**Mark IX**—4-dr. sed. (automatic transmission, power steering and disk brakes), $5,935. **3.4 Litre Sedan**—(overdrive and disk brakes), $4,542.50; (automatic transmission and disk brakes), $4,642.50. **XK-150**—cpe., $4,475; cpe. (automatic transmission), $4,725; conv., $4,595; conv. (automatic transmission), $4,845; roadster, $4,495; roadster (overdrive), $4,660; roadster (automatic transmission), $4,745; "S" roadster (overdrive), $5,095.

LANCIA — Appia — 4-dr. sed., $2,967; conv. (Vignale), $4,565; cpe. (Farina), $4,673; cpe. (Zagato), $4,873. **Aurelia**—conv. (Farina), $5,905; cpe., $5,905. **Flaminia**—4-dr. sed., $6,098.

LLOYD—600 Series—2-dr. sed., $1,395; 2-dr. sunroof sed., $1,445; conv., $1,510; 2-dr. 4-passenger stat. wag., $1,445; 2-dr. 4-passenger sunroof stat. wag., $1,500; 2-dr. 6-passenger stat. wag., $1,675; 2-dr. 6-passenger sunroof stat. wag., $1,740; 2-dr. 6-passenger stat. wag. (long wheelbase), $1,795; 2-dr. 6-passenger sunroof stat. wag. (long wheelbase), $1,895.

MAICO—500—2-dr. sed., $1,325. **700 Sport**—2-dr. sed., $1,845. (Heater standard on both models.)

MERCEDES-BENZ—180—4-dr. sed., $3,240. **180-D**—4-dr. sed. (diesel engine), $3,517. **190**—4-dr. sed., $3,431. **190-D**—4-dr. sed. (diesel engine), $3,708. **190-SL**—roadster, $5,020; cpe., $5,232; cpe.-roadster (with interchangeable hard and soft tops), $5,416. **219**—4-dr. sed., $3,823. **220 S**—4-dr. sed., $4,283; cpe., $7,641; conv., $7,641. **300-d**—4-dr. hardtop, $10,418. **300-SL**—roadster, $10,928; conv., $11,106; cpe.-roadster (with interchangeable hard and soft tops), $11,375. (Heater standard on all models. Power brakes standard on all models except 180, 180-D, 190 and 190-D. Automatic transmission standard on 300-d hardtop.)

METROPOLITAN — 2-dr. hardtop, $1,672.60; conv., $1,696.60.

MG—**MGA**—conv. (disk wheels), $2,462; conv. (wire wheels), $2,546; coupe (disk wheels), $2,695; coupe (wire wheels), $2,785. **MGA-DOHC**—conv., $3,320; cuope, $3,640. **Magnette Mark III**—4-dr. sed., $2,695. (Heater standard on Magnette.)

MORETTI—750 Coupe, $2,495; Super Panoramica Sedan, $2,495; four or five-passenger station wagon, $2,580; six or seven-passenger station wagon, $2,664; **1200 Spider conv.**, $4,348.

MORGAN—"Plus Four" cpe., $2,855.

MORRIS—"1000"—**Standard**—4-dr. sed., $1,675; 2-dr. sed., $1,495; conv., $1,574; 2-dr., stat. wag., $1,798. **Deluxe**—4-dr. sed., $1,718; 2-dr. sed., $1,599; conv., $1,636; 2-dr. stat. wag., $1,825.

NSU PRINZ—2-dr. sed., $1,398; sunroof sed., $1,487. **NSU Prinz 36**—2-dr. sed., $1,458; sunroof sed., $1,547. (All are 5-passenger models. Heater standard on all models.)

OPEL—**Rekord** — 2-dr. sed., $1,957.50. **Caravan** — 2-dr. stat. wag., $2,262.60. (Heater standard on both models.)

PANHARD—Dyna Deluxe 4-dr. sed., $1,995; Dyna Deluxe Super 4-dr. sed., $2,065.

PEUGEOT — 403 — 4-dr. sunroof sed., $2,175.

PORSCHE—1600 Series—conv., $3,581; Super conv., $3,981; cpe., $3,700; Super cpe., $4,150; Carrera cpe., $5,700; hardtop, $3,865; Super hardtop, $4,315; Carrera, hardtop, $5,865; cabriolet, $3,950; Super cabriolet, $4,400; Carrera cabriolet, $5,950.

RENAULT — 4CV 4-dr. sed., $1,345; Dauphine 4-dr. sed., $1,645. (Heater standard on both models.)

RILEY—1.5 4-dr. sed., $2,316. (Heater standard.)

ROVER—**90**—4-dr. Deluxe sedan, $3,395. **105**—4-dr. Deluxe sedan, $3,625 (automatic overdrive. Heater standard on both models.)

ROLLS-ROYCE—**Silver Cloud**—Standard Steel Saloon, $13,995. (Automatic transmission, power steering, power brakes standard.) Other models are custom-built and vary considerably in price.

SAAB—"93B"—2-dr. sed., $1,895; 2-dr. sed. (automatic clutch), $1,995; 2-dr. sunroof sed., $2,019; 2-dr. sunroof sed. (automatic clutch), $2,119. **Granturismo 750**—2-dr. sed., $2,568. (Heater standard on all models.)

SIMCA—**Aronde**—Deluxe 4-dr. sed., $1,698; Super deluxe 4-dr. sed., $1,798; Chatelaine 2-dr. stat. wag., $1,963; Plein Ciel 2-dr. hardtop, $2,947; Oceane conv., $3,167. **Ariane** (4-cylinder)—4-dr. sed., $1,998. **Ariane V-8** — 4-dr. sed., $2,098. **Vedette V-8**—Beaulieu 4-dr. sed., $2,298.

SINGER — **Gazelle** — 4-dr. sed., $2,095; conv., $2,349; 4-dr. stat. wag., $2,425.

SKODA—S-440 2-dr. sed., $1,687; S-445 sed., $1,787; 2-dr. stat. wag., $1,995; S-450 conv., $2,395.

SUNBEAM—Rapier—2-dr. hardtop, $1,499; conv., $2,649.

TAUNUS — **Standard** — 4-dr. sed., $2,120.50; 2-dr. sed., $2,028.50; Combi-wagon, $2,237. **Deluxe** — 4-dr. sed., $2,266.50; 2-dr. sed., $2,174.50; Combi-wagon, $2,383.

TEMPO—Matador—3-passenger stat. wag., $2,482.75; 6-passenger stat. wag., $2,514.65; 9-passenger stat. wag., $2,546.55; 12-passenger stat. wag., $2,712.50.

TOYOPET — Crown 4-dr. sed., $1,989; Crown Custom 4-dr. sed., $2,329.

TRIUMPH—4-dr. sed., $1,699; 4-dr. stat. wag., $1,899. **TR-3** (sports cars)—softtop, $2,675; hardtop, $2,835.

TURNER—Standard 950 Sports roadster, $2,245; Stage II roadster, $2,635; Coventry Climax I roadster, $3,170; Coventry Climax III roadster, $3,370.

VAUXHALL — **Victor** — 4-dr. sed., $1,957.50; 4-dr. 2-seat stat. wag., $2,262.60. (Heater standard on both models.)

VOLKSWAGEN—2-dr. sed., $1,545; 2-dr. sunroof, $1,625; conv., $2,045; Kombi (8-pass.), $2,020; stat. wag., $2,120; deluxe stat. wag., $2,576; deluxe camper, $2,737. **Karmann Ghia**—cpe., $2,445; conv., $2,725. (Heater standard on all models.)

VOLVO—2-dr. sed., $2,238.53; 2-dr. stat. wag., $2,490. (Heater standard on both models.)

WARTBURG—Standard 4-dr. sed., $1,688; standard 4-dr., sunroof sed., $1,778; deluxe 4-dr. sed. $1,799; deluxe 4-dr. sunroof sed., $1,889; 2-dr. stat. wag., $1,898; 4-dr. deluxe stat. wag., $2,085; conv., $2,099; coupe, $2,199; sports roadster, $2,799. (Heater standard on all models.)

* * *

Imported-Car Franchises in U. S.

	Jan. 1 1959	Jan. 1 1958
BRITISH CARS	11,005	9,386
Arnolt-Bristol	6	5
Aston-Martin	21	18
Austin	600	550
Austin-Healey	600	550
Bentley	49	40
Berkeley	150	50
Ford	628	392
Hillman	703	675
Humber	0	0
Jaguar	450	380
Metropolitan	1,571	1,214
MG	600	550
Morgan	280	234
Morris	600	550
Riley	600	550
Rover	40	80
Rolls-Royce	49	40
Singer	22	0
Sunbeam	630	603
Triumph	685	450
Vauxhall	2,721	2,455
WEST GERMAN CARS	7,415	6,110
Auto Union	297	258
BMW	134	134
BMW Isetta	592	450
Borgward	510	400
DKW	297	258
Goggomobil	275	150
Goliath	307	176
Lloyd	507	284
Maico	45	26
Mercedes-Benz	400	350
NSU Prinz	194	0
Opel	3,215	3,100
Porsche	170	163
Taunus	98	0
Volkswagen	374	361
FRENCH CARS	2,203	1,152
Citroen	178	110
Facel Vega	23	23
Panhard	178	110
Peugeot	487	0
Renault	737	462
Simca	600	447
ITALIAN CARS	835	464
Alfa Romeo	254	254
Fiat	375	153
Ferrari	3	2
Lancia	97	55
Moretti	106	0
SWEDISH CARS	472	393
SAAB	120	70
Volvo	352	323
JAPANESE CARS	140	0
Datsun	100	0
Toyopet	40	0
CZECH CARS	125	150
Skoda	125	150
EAST GERMAN CARS	273	0
Wartburg	273	0
MISCELLANEOUS	25	24
Total Franchises	22,493	17,679

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grow with OKLAHOMA!

Headlines tell the story!

MILLIONS

being spent for expansion in

GROWING OKLAHOMA

The figures at the right were headlined during 1958 in Oklahoman and Times trade paper advertising. They illustrate the growth and expansion in progress throughout Oklahoma. Here are more reasons why you should plan for sales growth in Oklahoma with a strong advertising schedule in the Oklahoman and Times:

★ **TOTAL RETAIL SALES UP**
An increase of 3.6% for 1958 over 1957 was recorded by the Oklahoma Tax Commission as sales tax figures showed $2,556,349,122 total retail sales for the year. Food sales were up 4.8% and drug sales accounted for a 5.6% increase.

★ **CONSTRUCTION SETS NEW RECORD**
Dollar volume for construction in Oklahoma City in 1958 was set at $47,700,000 by the F. W. Dodge Corporation, a healthy increase of 26.3% over the total for 1957 and ranking Oklahoma City 36th among major cities of the nation in volume of construction. A total of 4,011 dwelling units were authorized in residential construction, an increase of 85% over 1957.

★ **INDUSTRIAL EXPANSION HITS NEW PEAK**
Oklahoma City reached the highest economic level in its history during 1958, with $195,015,976 either spent or committed for industrial expansion and community improvement.

★ **STATE INCOME UP**
General business activity in Oklahoma showed a gain of 4.6% over 1957 while nationally a decline of 9% was recorded. Income was up to $3,700,000,000—the largest volume on record for the state.

★ **METROPOLITAN AREA ENLARGED**
Growth of population in central Oklahoma caused the Bureau of the Budget to amend the definition of the Oklahoma City Metropolitan Area to include all of Oklahoma and Cleveland Counties. This new definition moves Oklahoma up in metropolitan area rankings to 32nd in drug sales, 43rd in total retail sales, 44th in automotive sales, and 46th in population.

★ **STATE POPULATION UP**
Population in Oklahoma increased to 2,399,603 in 1958, a gain of 365,000 persons, a 17.9% increase since 1945. Almost 10,000 more automobiles were registered in Oklahoma during 1958 over 1957, as the state tax commission reported 812,270 autos in the state.

THE DAILY OKLAHOMAN
CIRCULATION GROWING, TOO!
combined daily circulation 257,043*
February 1959 average 272,089
Sunday circulation 237,211*
February 1959 average 244,810
LARGEST SUNDAY CIRCULATION IN THE GREAT SOUTHWEST!
*A.B.C. Audit, September 30, 1958

$292,000,000 for telephone company expansion
$100,000,000 for city expressways
$170,000,000 for electric utility expansion
$24,000,000 for civil aviation growth
$35,000,000 for new industrial plant
$27,000,000 for military air expansion
$23,000,000 for hospital building

MILLIONS MORE for SHOPPING CENTERS NEW HOMES

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company — Represented by The Katz Agency

Meet a tremendous traffic-builder, profit-maker...The Mercedes-Benz 300SL Roadster. Here is the car that spearheads the incontestably distinguished line of Mercedes-Benz sports cars, sedans and convertibles. The 300SL is the very embodiment of all the performance, style and glamour lovers of fine cars find so desirable. It features a fuel injection engine that offers blazing performance on the road or remarkable docility in town. Like every Mercedes-Benz, the 300SL is packed with advanced engineering: four-wheel independent suspension by swing axle, huge brakes, high revving overhead camshaft engines and quality not to be duplicated by other automobiles. The range of Mercedes-Benz cars is vast and varied. There are cars with diesel engines, sliding sunroofs, one-shot lubrication, dry sump engine lubrication, even an elegant 4-door hardtop. Prices are equally varied, ranging from about $3,300 to $13,000. These factors provide dealers with a range of prospects unprecedented in scope. Motoring behind the three-pointed star of Mercedes-Benz was once the privilege of connoisseurs. Today, Mercedes-Benz makes every owner a connoisseur. **Mercedes-Benz Sales, Inc.** *(a subsidiary of Studebaker-Packard Corporation)*

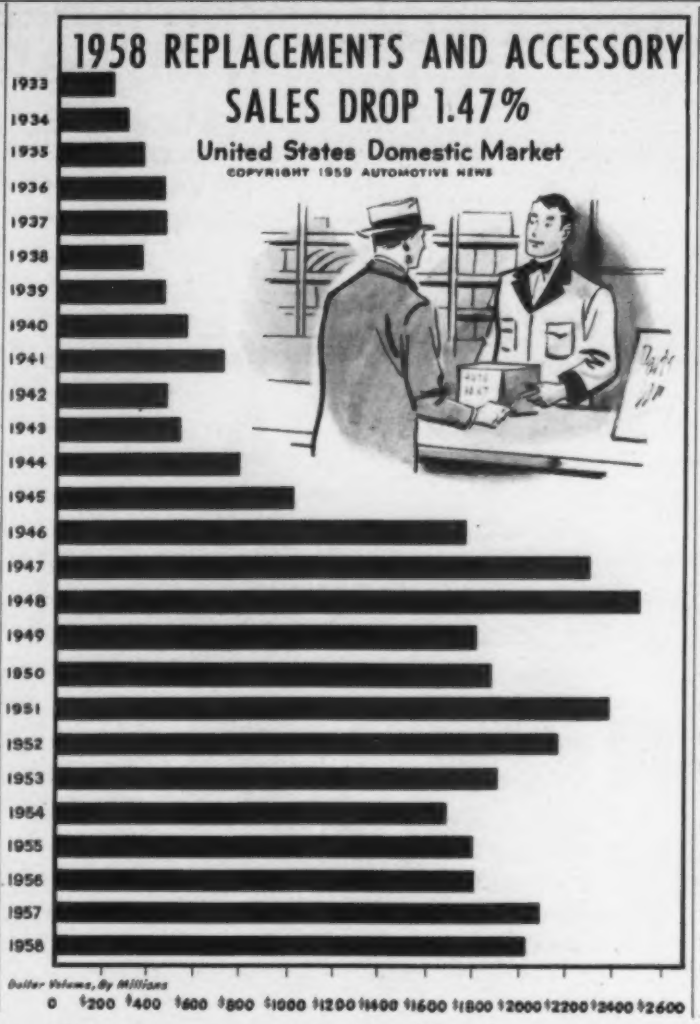
Replacement Parts, Accessory Sales

Estimates Are Based on Federal Excise Tax Receipts

Calendar Year	Wholesale Value	Yearly Increase %
1933	$234,461,090	...
1934	299,879,633	28.0
1935	373,159,429	24.6
1936	454,110,443	21.5
1937	461,774,995	2.0
1938	360,892,902	—21.6
1939	460,408,017	27.5
1940	553,004,020	20.0
1941	718,212,295	30.0
1942	471,956,985	—34.3
1943	527,710,048	12.0
1944	789,200,000	49.6
1945	1,037,800,000	31.5
1946	1,750,200,000	68.6
1947	2,309,200,000	31.9
1948	2,451,500,000	6.2
1949	1,809,900,000	—26.2
1950	1,881,700,000	4.0
1951	2,399,400,000	27.5
1952	2,164,300,000	— 9.8
1953	1,892,400,000	—12.56
1954	1,683,000,000	—11.07
1955	1,805,000,000	7.25
1956	1,827,000,000	1.22
1957	2,040,000,000	11.66
1958	2,010,000,000†	— 1.47

The Federal excise tax does not apply on parts and accessories exported, direct sales to governments*, sales of garages and service equipment and items which are used for a variety of purposes other than automotive, such as bolts, nuts, lacquers, paints, varnish, cloth, leather, etc., used in repairs.
†Preliminary

Source: Automobile Mfrs. Assn.



U.S. Automotive Tire, Tube Statistics

TIRES — Passenger Car

	SHIPMENTS					
	Original Equipment	Replacement	Export	Total	Production	Inventory
1931	8,275,291	35,984,807	1,247,803	45,507,901	44,378,021	7,024,207
1932	5,321,246	30,300,096	681,421	36,302,763	36,128,309	6,844,966
1933	9,031,274	29,137,759	737,208	38,906,241	39,976,453	7,986,820
1934	11,161,220	28,870,716	735,239	40,767,175	41,045,258	8,294,858
1935	17,063,692	26,035,729	947,564	44,046,985	43,255,729	7,054,179
1936	18,941,208	26,999,003	643,679	46,583,890	49,013,253	9,290,963
1937	20,054,754	26,177,433	696,273	46,928,460	46,496,958	8,744,761
1938	10,085,827	27,103,970	580,165	37,769,962	35,789,302	6,936,901
1939	15,742,253	33,470,797	607,229	49,820,279	49,932,954	7,107,493
1940	19,560,272	30,902,707	411,099	50,874,078	50,965,429	7,270,192
1941	19,855,693	34,118,268	586,423	54,560,384	50,391,918	3,165,132
1942	910,489	2,734,003	37,852	3,682,344	2,790,397	4,432,038
1943	81,917	10,605,445	71,655	10,759,017	7,620,440	1,132,259
1944	208,086	18,329,918	130,032	18,668,036	18,818,738	1,217,615
1945	1,115,295	25,462,305	222,375	26,799,975	28,199,792	2,214,517
1946	11,086,542	54,684,036	652,643	66,423,221	66,466,319	1,763,472
1947	19,644,143	52,857,228	1,608,082	74,109,453	77,795,299	5,444,071
1948	21,589,040	41,295,434	655,686	63,540,160	66,738,436	8,772,822
1949	28,128,583	36,439,572	508,565	65,076,720	65,140,287	8,903,731
1950	36,678,352	47,102,627	641,987	84,422,966	78,598,174	3,050,301
1951	26,728,553	34,226,242	723,242	61,678,037	65,545,941	6,973,419
1952	24,106,077	45,457,870	740,954	70,304,901	74,341,140	11,251,074
1953	33,098,490	45,874,056	806,199	79,778,745	81,430,817	13,043,064
1954	29,741,478	47,043,543	927,646	77,712,667	76,794,128	12,217,280
1955	42,565,485	50,124,381	978,989	93,668,855	97,167,612	15,947,637
1956	30,879,452	53,164,815	889,322	84,933,589	85,509,791	16,516,315
1957	32,722,589	56,612,267	888,333	90,223,189	93,520,977	19,824,969
1958*	23,408,073	61,570,108	717,342	85,695,523	83,636,178	17,817,687

Source: Rubber Manufacturers Association.

1958 National Advertising Investment

Automotive, Automotive Accessories & Equipment

(Cost of space only in magazines and newspaper supplements, gross cost of time only in network Television.)

	Magazines & Supplements	Network Television	Total
I.			
American Motors	$ 1,916,107	.....	$ 1,916,107
Atlas Supply Co.	1,087,535	.....	1,087,535
Champion Spark Plug Co.	1,649,905	.....	1,649,905
Chrysler Corp.	8,892,942	$14,341,471	23,234,413
DuPont de Nemours	437,193	262,981	700,174
Electric Auto-Lite Co.	563,460	.....	563,460
Firestone Tire & Rubber	2,777,532	1,175,364	3,952,896
Ford Motor Co.	12,375,520	12,561,121	24,936,641
General Motors Corp.	22,768,560	18,502,411	41,270,971
General Tire & Rubber Co.	780,045	.....	780,045
B. F. Goodrich Co.	1,146,250	.....	1,146,250
Goodyear Tire & Rubber Co.	3,620,516	1,455,471	5,075,987
International Harvester Co.	1,132,310	.....	1,132,310
S. C. Johnson	304,389	380,973	685,362
Kaiser Industries Corp.	.....	876,335	876,335
Libby-Owens-Ford Glass Co.	295,952	1,070,589	1,366,541
Renault, Inc.	617,733	420,028	1,037,761
Simoniz Co.	1,505,095	.....	1,505,095
Studebaker-Packard	1,378,627	71,380	1,450,007
U. S. Rubber Co.	685,009	346,665	1,031,674
Union Carbide Corp.	120,696	795,270	915,966
TOTAL	$64,055,376	$52,260,059	$116,315,435
II.			
Passenger Cars and Vehicles	$42,306,901	$43,061,789	$ 85,368,690
Commercial Trucks and Vehicles	6,693,871	2,019,721	8,713,592
Tires and Tubes	9,775,956	2,865,299	12,641,255
Auto Accessories, Equipment and Misc.	12,750,328	4,553,487	17,303,815
TOTAL	$71,527,056	$52,500,296	$124,027,352

Source: Publishers Information Bureau. L.N.A.-B.A.R.

U. S. Automotive Imports—Year, 1958

Country	Truck & Bus Chassis No.	Truck & Bus Chassis $ Value	Motor Vehicles New No.	Motor Vehicles New $ Value	Motor Vehicles Used No.	Motor Vehicles Used $ Value	Automotive Parts $ Value
Canada	172	419,800	346	683,617	189	158,584	2,336,704
United Kingdom	2,009	2,572,928	156,543	194,006,757	1,084	1,629,297	9,851,211
West Germany	13,084	14,669,648	134,619	145,986,000	10,985	13,701,680	8,317,466
Sweden	14	75,508	17,820	21,913,920	12	15,589	1,211,874
Belgium	....	.....	211	238,622	2	1,340	5,739
France	24	28,537	89,434	86,064,326	317	426,708	3,073,110
Czechoslovakia	....	.....	737	534,144	....	.....	16,722
Italy	8	30,960	30,406	33,716,656	187	337,265	984,883
Denmark	....	.....	.....	.....	....	.....	6,513
Netherlands	....	.....	3	5,868	74	92,800	64,925
Switzerland	....	.....	2	3,560	....	.....	63,184
Japan	18	24,877	1,604	1,749,870	1	830	199,001
Spain	....	.....	2	3,671	4	4,370	161
Yugoslavia	....	.....	4	3,960	....	.....	.....
Austria	....	.....	.....	.....	....	.....	2,715
Australia	....	.....	1	3,873	....	.....	8,245
East Germany	....	.....	361	349,230	5	5,460	9,783
Mexico	1	3,042	.....	.....	....	.....	470
Ireland	....	.....	1,735	1,605,423	....	.....	.....
Cuba	....	.....	.....	.....	1	750	7,280
Norway	....	.....	1	5,000	....	.....	.....
Union of South Africa	....	.....	.....	.....	....	.....	10
Uruguay	....	.....	47	55,184	....	.....	.....
Singapore	....	.....	.....	.....	....	.....	2,729
Venezuela	....	.....	.....	.....	....	.....	238
Israel	....	.....	.....	.....	....	.....	5,263
TOTAL	15,330	17,825,300	433,876	486,929,681	12,861	16,374,673	26,168,226

Source: Automotive and Transportation Equipment Division, Business and Defense Services Administration, U. S. Department of Commerce; Bureau of Census, U. S. Department of Commerce.

United States Exports

Passenger Cars and Chassis, 1935-58 Includes assembled units only.

Year	Units	Total Value
1935	172,572	$ 94,510,757
1936	179,957	103,024,254
1937	229,486	134,814,725
1938	161,612	100,143,211
1939	137,866	84,658,401
1940	88,806	57,253,737
1941	81,746	60,702,648
1942	13,951	13,199,744
1943	2,092	2,424,583
1944	1,654	2,791,252
1945	1,206	1,447,376
1946*	116,994	122,500,568
1947	266,795	335,330,258
1948	217,305	279,837,012
1949	140,211	205,074,032
1950	125,987	186,177,925
1951	223,528	347,384,979
1952	141,026	243,976,057
1953	154,459	276,020,378
1954	173,312	300,861,719
1955	212,382	381,851,442
1956	175,116	333,559,084
1957	141,969	299,423,859
1958	121,751	258,324,903

* Classifications combined into one in 1946.
Source: Automotive and Transportation Equipment Division, Business and Defense Services Administration, Department of Commerce, Washington, D. C.

United States Automotive Exports—1958

	Number	Value
Passenger Cars and Chassis (New)	121,751	$ 258,324,903
Passenger Cars and Chassis (Used)	10,238	7,939,279
Motor Trucks and Truck Chassis:		
6,000 lbs. G.V.W. and Under	67,131	84,934,589
6,001-10,000 lbs. G.V.W.	20,094	35,984,080
10,001-14,000 lbs. G.V.W.	2,071	4,527,683
14,001-16,000 lbs. G.V.W.	4,385	10,245,057
16,001-19,500 lbs. G.V.W.	37,661	72,989,262
19,501-26,000 lbs. G.V.W.	7,267	27,810,746
26,001-33,000 lbs. G.V.W.	892	5,173,633
33,001 lbs. G.V.W. and Over	1,193	9,468,608
19,500 lbs. and Under (Diesel)	103	534,448
19,501 lbs. and Over (Diesel)	1,667	20,637,780
Commercial Buses (Gasoline)	3,567	14,057,179
Commercial Buses (Diesel and Semi-Diesel)	369	7,540,824
Trucks, Buses, (Used) and Special Purpose Commercial Vehicles (Used)	4,005	5,551,904
Special Purpose Commercial Vehicles (New)	1,264	10,261,104
Commercial Trailers—5 Tons and Over	1,270	6,136,668
Commercial Trailers, N.E.C.	6,314	9,367,275
Parts for Commercial Trailers, N.E.C.	.....	5,062,223
ENGINES:		
Diesel, for Assembly	71	124,047
Gasoline, for Assembly	2,945	1,746,983
Passenger Car for Assembly	5,241	$ 798,999
Diesel, for Replacement	1,646	3,705,579
Gasoline, for Replacement	21,925	4,939,244
BODIES:		
Truck, Bus and Passenger Car, for Assembly	3,375	3,349,810
Truck and Bus, for Replacements	No Longer Listed Separately	
Leaf Springs and Spring Leaves, for Replacement	.....	2,606,063
Shock Absorbers and Parts, for Replacement, N.E.C.	.....	4,398,255
Passenger Car, Truck and Bus Parts and Accessories, N.E.C., for Assembly	.....	195,639,371
Passenger Car, Truck and Bus Parts and Accessories, N.E.C., for Replacement	.....	246,673,525
Heaters, Air Conditioners, and Parts, N.E.C.	.....	1,144,796
Auto, Truck, Bus Accessories and Parts, N.E.C.	.....	6,446,048
Motor Vehicle Instruments and Parts, N.E.C.	No Longer Listed Separately	
Service Appliances and Parts, N.E.C.	.....	13,902,296
Batteries—6 and 12 Voltage	221,580	3,281,251
Spark Plugs	23,068,917	7,141,002
Starting, Lighting and Ignition Equipment	.....	29,597,014
Gasoline and Oil Pumps	29,972	6,403,332
Lubrication Equipment and Parts	.....	6,264,144
Asbestos Clutch Facing	.....	1,091,636
Asbestos Brake Lining (Rolls)	.....	715,340
Asbestos Brake Lining (Sets)	.....	3,897,118
TOTAL VALUE OF EXPORTS LISTED		$1,140,413,098

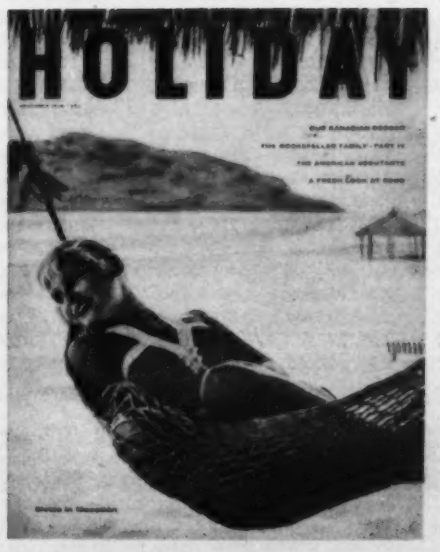
Source: Bureau of the Census, U. S. Dept. of Commerce.

Domestic, foreign, large, small – you see a galaxy of the world's top cars on Holiday's advertising pages. Car manufacturers know that Holiday's 875,000 reader families thrive on driving. Many have two-car garages. Quite a few park a third car in their driveway.

They can afford it – Holiday family incomes are nearly triple the national average. And they buy in good times or bad – over 28% bought one or more new cars in the recession period, July 1957 to August 1958.

This is why 26 makes were advertised in Holiday last year – and why six more joined the list in the first four months of 1959. Car advertisers know people in the Holiday mood are in a buying mood.

HOLIDAY delivers today's most active, responsive market!



AUSTIN
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CHEVROLET
CITROËN
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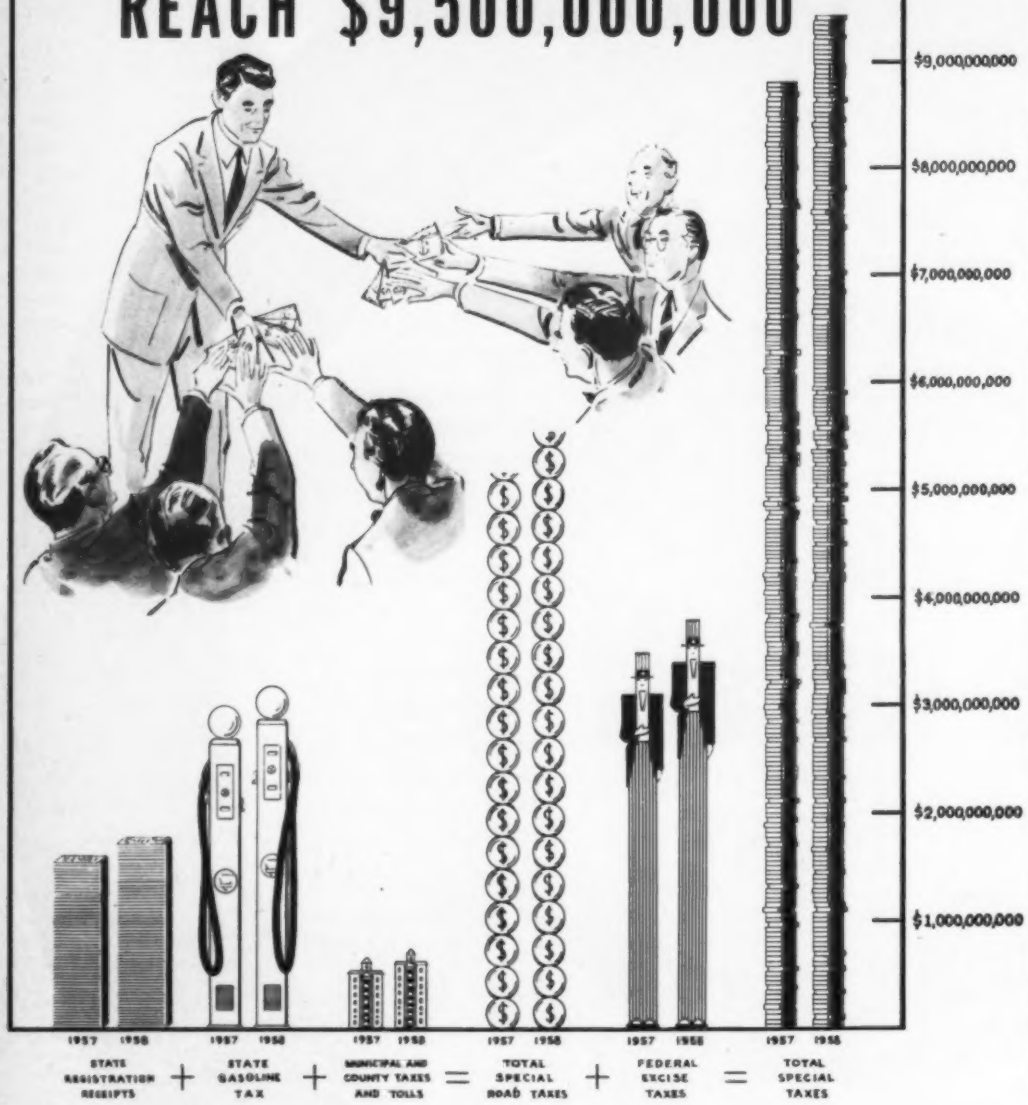
DATSUN
DE SOTO
DKW
DODGE
ENGLISH FORD
FIAT
FORD THUNDERBIRD
IMPERIAL
JAGUAR
LANCIA
LINCOLN
MERCEDES-BENZ
MORRIS
OLDSMOBILE
OPEL
PACKARD
PEUGEOT
PLYMOUTH
PONTIAC
RAMBLER AMBASSADOR
RENAULT
SIMCA
STUDEBAKER
STUDEBAKER LARK
TRIUMPH
VAUXHALL
VOLKSWAGEN

1958 MOTOR VEHICLE TAXES REACH $9,500,000,000



	State Gross Registration Receipts (1)	State Gasoline Tax (Net) (1)	Municipal and County Taxes and Tolls (2)	Total Special Road Taxes	Federal Excise Taxes (3)	Total Special Taxes
1925	$ 260,583,000	$ 148,358,000	$ 43,085,000	$ 452,026,000	$ 145,302,000	$ 597,328,000
1926	288,236,000	187,603,000	50,051,000	525,890,000	96,432,000	622,322,000
1927	300,872,000	258,967,000	55,875,000	615,714,000	60,504,000	676,218,000
1928	322,577,000	305,234,000	61,738,000	689,549,000	28,222,000	717,771,000
1929	347,697,000	431,636,000	70,451,000	849,784,0000	.....	849,784,000
1930	355,580,000	494,683,000	74,470,000	924,733,000	.....	924,733,000
1931	344,313,000	537,589,000	78,696,000	960,598,000	.....	960,598,000
1932	325,104,000	514,139,000	74,470,000	914,813,000	75,356,000	990,169,000
1933	301,314,000	519,403,000	75,460,000	896,177,000	230,649,000	1,126,826,000
1934	316,754,000	566,642,000	80,714,000	964,110,000	235,743,000	1,199,853,000
1935	335,401,000	619,677,000	87,822,000	1,042,900,000	256,671,000	1,299,571,000
1936	374,920,000	691,420,000	95,025,000	1,161,365,000	197,142,000	1,458,507,000
1937	415,829,000	761,998,000	101,539,000	1,279,366,000	326,515,000	1,605,881,000
1938	405,246,000	771,764,000	105,190,000	1,282,200,000	267,959,000	1,550,159,000
1939	430,549,000	821,656,000	117,207,000	1,369,412,000	324,012,000	1,693,424,000
1940	457,091,000	870,136,000	129,360,000	1,456,587,000	416,394,000	1,872,981,000
1941	511,242,000	957,312,000	144,360,000	1,612,914,000	572,759,000	2,185,673,000
1942	470,864,000	844,855,000	124,637,000	1,440,356,000	626,055,000	2,066,411,000
1943	449,724,000	659,125,000	104,722,000	1,213,571,000	445,814,000	1,659,385,000
1944	445,620,000	680,950,000	40,078,000	1,231,448,000	486,097,000	1,717,545,000
1945	467,589,000	783,691,000	117,693,000	1,368,973,000	556,963,000	1,925,936,000
1946	551,318,000	1,064,681,000	155,822,000	1,771,821,000	798,406,000	2,570,227,000
1947	646,097,000	1,206,305,000	183,038,000	2,035,440,000	1,039,373,000	3,074,813,000
1948	755,183,000	1,350,028,000	213,597,000	2,318,808,000	1,154,370,000	3,473,178,000
1949	833,639,000	1,474,508,000	235,699,000	2,543,846,000	1,280,663,000	3,824,509,000
1950	948,333,000	1,667,229,000	264,328,000	2,879,890,000	1,479,471,000	4,359,361,000
1951	1,054,136,000	1,812,624,000	289,693,000	3,156,453,000	1,547,775,000	4,704,228,000
1952	1,133,507,000	1,967,831,000	363,000,000	3,464,338,000	1,866,972,000	5,331,310,000
1953	1,249,928,000	2,155,110,000	404,000,000	3,809,038,000	2,183,486,000	5,992,524,000
1954	1,334,140,000	2,305,759,000	460,000,000	4,099,899,000	2,203,618,000	6,303,517,000
1955	1,482,648,000	2,543,045,000	538,000,000	4,563,693,000	2,735,636,000	7,299,329,000
1956	1,592,483,000	2,792,267,000	615,000,000	4,999,750,000	2,964,520,000	7,964,270,000
1957	1,661,166,000	2,907,297,000	685,000,000	5,253,463,000	3,518,375,000#	8,771,838,000
1958*	.....	.....	.....	.....	.....	9,500,000,000

These are special taxes on the motor vehicle users. Income and property taxes on motor vehicle, body, parts and tire factories, garages, dealers, repair shops, terminal and truck, taxicab and bus operating companies are not included.
(1) U. S. Bureau of Public Roads. Registration receipts include special motor carrier fees.
*Preliminary.
#Includes $54,999,000 collected on use of vehicles over 26,000 lbs.
(2) Estimated from data compiled by the Board of Investigation and Research. Includes parking meter revenues.
(3) Estimated by Automobile Manufacturers Association from various special surveys by the U. S. Bureau of Public Roads. Includes both private and public toll facilities.

Source: Automobile Manufacturers Assn.

Average Annual Employment, Wages in Auto Industry

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR	Number (thousands)	Number (thousands)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1940	532	465	$35.76	38.2	$ .936
1941	654	571	41.75	40.3	1.036
1942	576	490	52.88	45.2	1.170
1943	756	642	57.84	46.8	1.236
1944	793	663	58.89	46.3	1.272
1945	663	538	52.79	42.0	1.257
1946	662	544	50.61	37.8	1.339
1947	776.2	648.8	57.45	39.0	1.473
1948	789.3	654.6	61.86	38.4	1.611
1949	759.6	635.3	65.97	38.9	1.696
1950	825.2	701.6	73.25	41.2	1.778
1951	844.5	707.9	75.45	39.5	1.91
1952	790.2	644.4	82.82	40.6	2.04
1953	928.9	767.1	87.95	41.1	2.14
1954	775.6	624.4	88.91	40.6	2.19
1955	903.8	746.4	97.78	42.7	2.29
1956	809.2	648.5	94.71	40.3	2.35
1957	786.3	630.1	98.40	40.0	2.46
1958*	627.3	476.7	99.31	39.1	2.54

*Preliminary. Source: U. S. Department of Labor, Bureau of Labor Statistics.

Accident Statistics '57-'58

Types of Accidents Resulting in Deaths

COLLISION WITH:	1958 Persons Killed	Per-cent	1957 Persons Killed	Per-cent
Automobile	14,250	38.8	16,020	41.4
Non-Collision	8,660	23.6	9,130	23.6
Pedestrian	7,700	21.0	7,500	19.4
Fixed Object	4,300	11.7	4,180	10.8
Railroad Train	1,230	3.4	1,330	3.4
Bicycle	480	1.3	460	1.2
Other Vehicle	40	.1	40	.1
Miscellaneous	40	.1	40	.1
TOTAL	36,700	100.0	38,700	100.0

Types of Accidents Resulting in Injuries

COLLISION WITH:	1958 Persons Injured	Per-cent	1957 Persons Injured	Per-cent
Automobile	2,073,550	73.4	1,838,200	72.8
Non-Collision	268,400	9.5	257,600	10.2
Pedestrian	245,800	8.7	222,200	8.8
Fixed Object	163,850	5.8	138,900	5.5
Bicycle	59,300	2.1	53,000	2.1
Railroad Train	5,650	.2	7,600	.3
Other Vehicle	2,800	.1	2,500	.1
Miscellaneous	5,650	.2	5,000	.2
TOTAL	2,825,000	100.0	2,525,000	100.0

Actions of Drivers Resulting in Deaths and Injuries—1958

	Persons Killed	Per-cent	Persons Injured	Per-cent
Exceeding Speed Limit	12,770	43.0	980,000	40.6
On Wrong Side of Road	4,750	16.0	154,500	6.4
Did Not Have Right-of-Way	3,890	13.1	608,400	25.2
Cutting In	180	.6	96,500	4.0
Passing on Curve or Hill	150	.5	7,300	.3
Passing on Wrong Side	540	1.8	19,300	.8
Failed to Signal and Improper Signaling	540	1.8	86,900	3.6
Car Ran Away—No Driver	30	.1	2,400	.1
Drove Off Roadway	3,120	10.5	137,600	5.7
Reckless Driving	3,530	11.9	251,100	10.4
Miscellaneous	200	.7	70,000	2.9
TOTAL	29,700	100.0	2,414,000	100.0

Age of Drivers in Accidents—1958

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Under 18 Years	1,820	4.1	93,400	3.0
18-24 Years	10,240	23.0	541,700	17.4
25-64 Years	29,810	67.0	2,378,300	76.4
65 and Over	2,630	5.9	99,600	3.2
TOTAL	44,500	100.0	3,113,000	100.0

Operating Experience of Drivers in Accidents—1958

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Less Than 3 Months	360	.8	24,900	.8
3-6 Months	310	.7	24,900	.8
6-12 Months	620	1.4	43,600	1.4
1 Year or More	43,210	97.1	3,019,600	97.0
TOTAL	44,500	100.0	3,113,000	100.0

FIRST CAR
SECOND CAR
ECONOMY CAR
ALL IN ONE CAR
MEANS
SALES VERSATILITY

THE LARK BY STUDEBAKER
HAS IT!

Versatility can provide more sales in a market where economy is in hot competition with luxury and performance. The Lark fills the bill remarkably. It allows you to sell the most economical domestic car on the market, The Lark "Six" 2-door . . . or one of the "hottest" performers going for the money, The Lark V-8 with 4-barrel carburetor. And, you can sell luxury with economical operating costs or high performance. At the same time, The Lark is the perfect family car or the ideal second car. It provides aggressive dealers with sales versatility and solid, high profits.

The market is still growing for this car that's big inside yet conveniently small outside. Dealers selling The Lark will continue to grow with it. Whether you dual or sell exclusive, let The Lark put you on the road to improved volume and increased profit. Start now by mailing this coupon for more information.

Without obligating myself, I am interested in learning more about the Studebaker franchise.

Manager—Dealer Development Dept.
STUDEBAKER-PACKARD CORP. / South Bend 27, Indiana

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AN4-27-59

The Automotive Industry Picture in Canada

Sales

Canadian New Motor Vehicle Sales by Provinces, 1954-58

PROVINCE	PASSENGER CARS Number	PASSENGER CARS Retail Value	TRUCKS AND BUSES Number	TRUCKS AND BUSES Retail Value	TOTAL, CARS TRUCKS AND BUSES Number	TOTAL, CARS TRUCKS AND BUSES Retail Value
1954:						
CANADA	310,526	$797,507,000	72,085	$191,944,000	382,611	$989,451,000
Maritimes	23,868	$ 58,695,000	7,720	$ 17,526,000	31,588	$ 76,221,000
Quebec	65,631	172,875,000	14,444	41,499,000	80,075	214,374,000
Ontario	141,171	362,124,000	24,966	68,272,000	166,137	430,396,000
Manitoba	15,113	38,455,000	3,656	9,926,000	18,769	48,381,000
Saskatchewan	16,143	42,049,000	5,999	14,426,000	22,142	56,475,000
Alberta	22,120	57,470,000	8,837	22,692,000	30,957	80,162,000
British Columbia	26,480	65,839,000	6,463	17,603,000	32,943	83,442,000
1955:						
CANADA	386,962	$1,023,351,000	78,716	$232,539,000	465,678	$1,255,890,000
Maritimes	28,339	$ 71,327,000	8,220	$ 20,630,000	36,559	$ 91,957,000
Quebec	80,918	219,424,000	16,181	53,081,000	97,099	272,505,000
Ontario	180,888	479,456,000	28,286	84,196,000	209,174	563,652,000
Manitoba	16,483	43,443,000	3,698	12,257,000	20,181	55,700,000
Saskatchewan	14,812	39,147,000	4,608	11,408,000	19,420	50,555,000
Alberta	27,781	73,872,000	8,782	25,409,000	36,563	99,281,000
British Columbia	37,741	96,682,000	8,941	25,558,000	46,682	122,240,000
1956:						
CANADA	408,233	$1,128,640,000	91,688	$326,735,000	499,921	$1,455,375,000
Maritimes	31,004	80,863,000	9,008	26,100,000	40,012	106,963,000
Quebec	93,066	264,921,000	20,919	81,929,000	113,985	346,850,000
Ontario	180,813	499,780,000	31,817	116,936,000	212,630	616,716,000
Manitoba	16,187	44,471,000	3,826	12,702,000	20,013	57,173,000
Saskatchewan	17,255	46,803,000	5,040	14,919,000	22,295	61,722,000
Alberta	31,872	88,883,000	11,000	39,519,000	42,872	128,402,000
British Columbia	38,036	102,919,000	10,078	34,630,000	48,114	137,549,000
1957:						
CANADA	382,023	$1,087,620,000	76,276	$281,311,000	458,299	$1,368,931,000
Maritimes	26,210	70,193,000	6,750	20,678,000	32,960	90,871,000
Quebec	96,742	286,909,000	17,529	72,570,000	114,271	359,479,000
Ontario	151,566	426,451,000	24,702	95,009,000	176,268	521,460,000
Manitoba	19,932	56,491,000	3,881	13,723,000	23,813	70,214,000
Saskatchewan	17,699	50,529,000	5,033	15,873,000	22,732	66,402,000
Alberta	33,899	97,441,000	10,288	35,633,000	44,187	133,074,000
British Columbia	35,975	99,606,000	8,093	27,825,000	44,068	127,431,000
1958:						
CANADA	376,084	$1,108,847,000	68,006	$254,264,000	444,090	$1,363,111,000
Maritimes	27,981	76,121,000	6,614	20,827,000	34,595	96,948,000
Quebec	87,089	265,927,000	14,467	61,997,000	101,556	327,924,000
Ontario	157,306	462,733,000	23,064	86,312,000	180,370	549,045,000
Manitoba	19,985	59,409,000	3,468	13,611,000	23,453	73,020,000
Saskatchewan	18,188	55,314,000	5,107	16,688,000	23,295	72,002,000
Alberta	31,542	93,985,000	9,604	33,775,000	41,146	127,760,000
British Columbia	33,993	95,358,000	5,682	21,054,000	39,675	116,412,000

Source: Canadian Automobile Chamber of Commerce and Dominion Bureau of Statistics.

Output

Canadian Vehicle Production

By Months, 1953-1958

	1953	1954	1955	1956	1957	1958
January	36,990	40,930	28,924	29,741	44,727	32,921
February	43,014	44,992	33,083	29,157	36,515	31,126
March	51,398	45,771	50,445	47,299	45,051	34,568
April	52,365	46,432	54,023	59,768	48,671	37,671
May	50,521	37,984	58,354	57,919	48,724	41,315
June	50,444	30,020	56,178	52,612	39,628	36,550
July	49,226	25,692	48,419	49,385	35,731	27,063
August	21,537	13,362	24,100	17,972	18,774	9,198
September	35,785	11,377	19,215	12,023	10,175	11,495
October	36,600	11,860	23,655	30,398	18,678	20,526
November	20,519	17,213	29,520	43,747	37,738	33,986
December	35,915	25,933	28,266	42,972	26,395	38,914
Total	484,314	351,566	454,182	472,993	410,807	355,333

Source: Canadian Automobile Chamber of Commerce.

How They Fared in Canada . . .

12 Months' Car Output—'58 vs. '57

	Total Output, 1958	Pct. of Total Cars	Total Output, 1957	Pct. of Total Cars	Gain or Loss
American Motors	.....	.....	1,792	0.53	—0.53
Chrysler Corp.	44,131	14.88	69,423	20.42	—5.54
Ford Motor Co.	89,267	30.09	109,889	32.32	—2.23
General Motors	158,712	53.51	153,417	45.12	+8.39
S-P Corp.	4,514	1.52	5,468	1.61	—0.09
Total Cars, Canada	296,624	100.00	339,989	100.00	

* * *

12 Months' Truck Output—'58 vs. '57

	Total Output, 1958	Pct. of Total Trucks	Total Output, 1957	Pct. of Total Trucks	Gain or Loss
Chrysler Corp.	6,280	10.70	7,376	10.35	+0.35
Ford Motor Co.	16,232	27.66	24,258	34.04	—6.38
General Motors	27,019	46.03	28,550	40.06	+5.97
International	9,162	15.61	11,079	15.55	+0.06
Total Trucks, Canada	58,693	100.00	71,263	100.00	
Combined Total, Cars, Trucks, Canada	355,317	.....	411,252	.....	

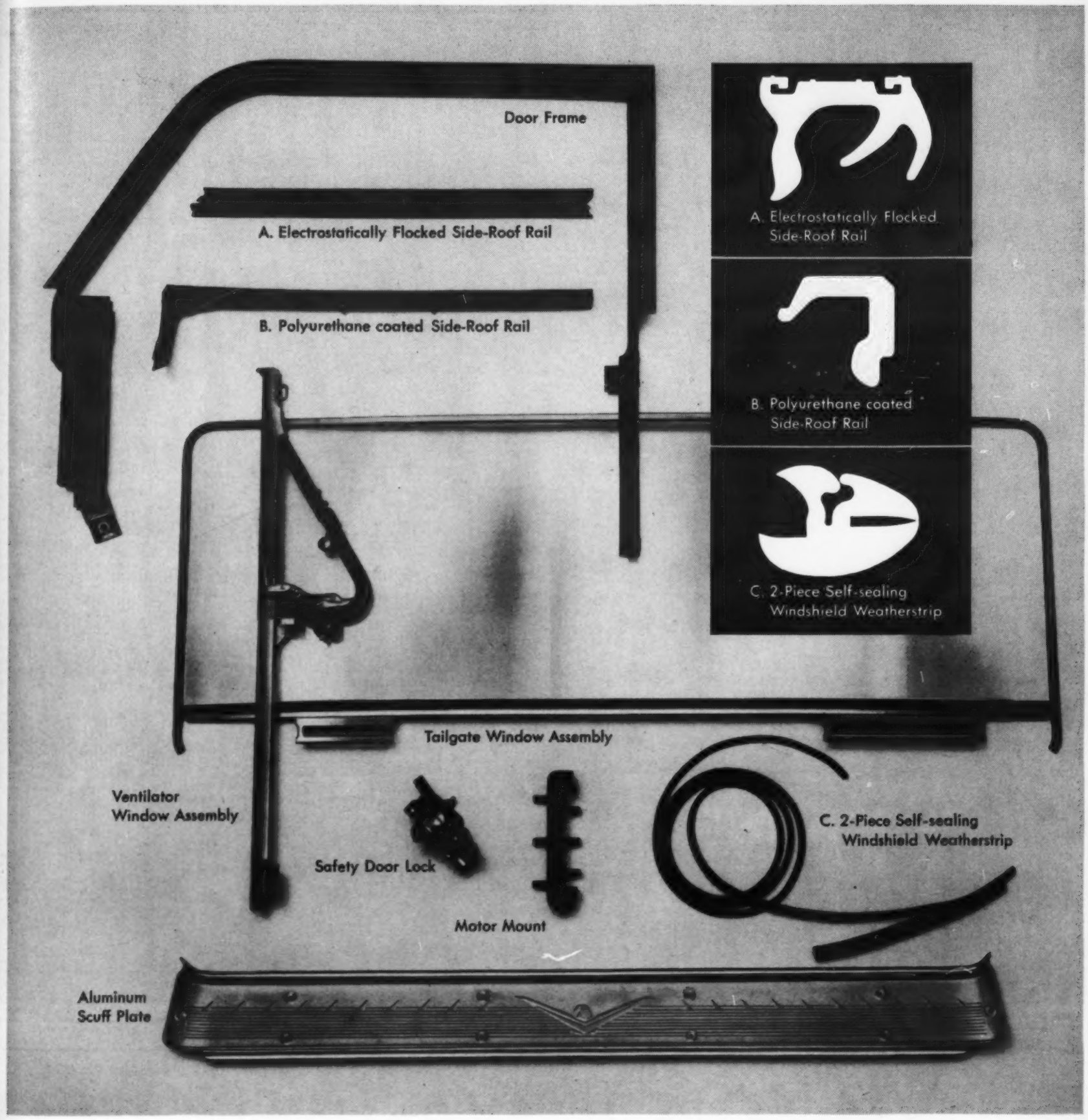
Radio and Television Network Expenditures for Passenger Car Advertising: 1952-1958

	1952 Television	1952 Radio	1953 Television	1953 Total	1954 Radio	1954 Television	1954 Total	1955 Television	1956 Television	1957 Television	1958 Television
AMERICAN MOTORS											
Hudson	.....	$ 64,701	.....	$ 64,701	.....	.....	.....	.....	.....	.....	.....
Nash	$ 848,025	.....	$ 8,775	8,775	$ 40,477	$ 181,242	$ 221,719	.....	$ 8,864	.....	.....
Combination & Institutional	.....	.....	.....	.....	.....	406,245	406,245	$ 2,605,303	2,209,278*	$ 1,008,588	.....
TOTAL	848,025	64,701	8,775	73,476	40,477	587,487	627,964	2,605,303	2,218,142*	1,008,588	.....
CHRYSLER CORP.											
Chrysler	.....	1,227	.....	1,227	.....	1,577,026	1,577,026	6,415,805	5,894,725	38,850	$ 458,234
DeSoto	1,456,314	.....	1,910,421	1,910,421	826,278	2,375,991	3,202,269	2,745,133	3,055,575	1,593,036	1,277,724
Dodge	.....	.....	.....	.....	839,713	2,541,601	3,381,314	4,900,603	5,696,376	4,803,460	5,767,354
Imperial	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	178,009
Chrysler-Imperial	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	221,680
Imperial-Dodge	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	51,150
Plymouth	155,048	81,300	168,030	249,330	201,221	1,756,214	1,957,435	2,939,772	2,363,099	2,854,173	4,219,031
DeSoto-Plymouth	.....	822,428	.....	822,428	.....	.....	.....	.....	.....	.....	.....
Dodge-Plymouth	.....	.....	.....	.....	.....	.....	.....	.....	914,299	4,091,757	3,531
Other Combination & Institutional	.....	.....	928,341	928,341	.....	570,123	570,123	271,456	274,190	5,539,500	1,506,802
TOTAL	1,611,362	904,955	3,006,792	3,911,747	1,867,212	8,820,955	10,688,167	17,272,769	18,198,264	18,920,776	13,683,515
FORD MOTOR CO.											
Continental Mark IV	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	17,653
Edsel	.....	.....	.....	.....	.....	.....	.....	.....	.....	635,250	1,483,153
Ford	1,224,615	200,769	1,538,304	1,739,073	774,408	2,371,016	3,145,424	3,997,070	1,122,575	1,673,268	6,630,594
Lincoln	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	32,785
Mercury	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,227,110
Lincoln-Mercury	1,841,225	.....	2,568,280	2,568,280	.....	3,601,290	3,601,290	4,651,730	5,140,780	4,613,925	.....
Ford Cars, Trucks, Parts & Service	.....	.....	.....	.....	.....	.....	.....	.....	4,053,066	6,101,761	809,807
Other Combination & Institutional	.....	.....	208,996	208,996	.....	.....	.....	.....	.....	.....	.....
TOTAL	3,065,840	200,769	4,315,580	4,516,349	774,408	5,972,306	6,746,714	8,648,800	10,316,421	13,024,204	12,201,102
GENERAL MOTORS CORP.											
Buick	118,350	70,810	863,753	934,563	165,104	1,940,622	2,105,726	2,068,876	2,495,462	1,043,951	2,971,714
Cadillac	.....	63,330	.....	63,330	.....	19,878	19,878	21,837	42,902	.....	.....
Chevrolet Cars, Trucks, Parts & Ser	1,318,370	960,947	1,348,010	2,308,957	1,734,657	2,298,920	4,033,577	4,944,997	7,162,325	5,852,244	7,929,344
Oldsmobile	1,374,790	.....	2,075,899	2,075,899	105,848	2,268,914	2,374,762	1,726,567	2,868,315	1,934,602	2,465,102
Pontiac Cars, Parts & Service	177,848	.....	587,430	587,430	.....	1,496,535	1,496,535	1,468,061	1,957,849	277,404	636,208
Combination & Institutional	1,182,007	703,867	2,156,773	2,860,640	620,517	154,723	775,240	47,769	119,128	2,467,949	433,666
TOTAL	4,241,365	1,798,954	7,031,865	8,830,819	2,625,126	8,179,592	10,804,718	10,278,107	14,645,981	11,576,150	14,436,034
STUDEBAKER-PACKARD	27,882	472,622	183,906	656,528	.....	298,240	298,240	.....	1,322,888	103,062	71,380
GRAND TOTAL	$9,794,474	$3,442,001	$14,546,918	$17,988,919	$5,307,223	$23,858,580	$29,165,803	$38,804,979	$46,701,696*	$44,632,780	$40,392,031

* Includes some non-automotive expenditures for Kelvinator appliances.
Gross time for network facilities only. Cost of programs not included.

† Lark

Source: Publishers Information Bureau L.N.A.-B.A.R.



Each year, more Standard Products parts go into American cars and trucks

The wide variety of products above, all have one important feature in common: They were all engineered by Standard Products in cooperation with our automotive industry customers, and they are all easily within the scope of our highly versatile manufacturing facilities.

Fact is, these are *just a few* of the many products engineered and produced by Standard Products, and the variety of future products is literally unlimited. The broad range of materials we work with includes rubber, fabric, steel and non-ferrous metals. Skills that we have at your service include precision stamping, plating, rubber extruding and molding, flocking, and mass production assembly of complex products ...all processes carried out with highly automated facilities.

We are equipped to handle almost any job required of an automotive supplier, working with you from the plans on your drawing board, through to the final assembly line integration of our components with your product.

Our reputation for top quality and prompt delivery is well established, and we work constantly to protect that reputation.

Let us put our specialized skills to work for you in the development and low-cost production of new assemblies for future models—up to five years ahead. In Detroit call TRinity 1-7502.

The Standard Products Company

GENERAL OFFICES: 2130 WEST 110 STREET, CLEVELAND 2, OHIO
SALES OFFICE: 316 FISHER BUILDING, DETROIT 2, MICHIGAN

Franchised New-Car Dealers in the U. S.

By State and Make

(As of February 1, 1959)

STATE	All Makes	Buick	Cad.	Chev.	Chrys.	DeSoto	Dodge	Edsel	Ford	Lincoln	Mercury	Nash	Olds.	Pack.	Pont.	Studb.	Volkswagen	Willys	Foreign
Alabama	480	36	21	99	28	23	49	15	95	14	35	16	56	6	55	16	2	7	16
Alaska	63	9	4	17	..	2	10	4	15	4	7	7	5	..	6	3	..	..	19
Arizona	213	20	9	37	11	11	22	5	37	8	23	9	20	5	20	11	1	14	19
Arkansas	476	34	19	95	29	27	54	9	106	15	35	22	53	13	41	22	1	11	4
California	2,469	183	96	292	136	131	202	98	285	99	156	144	177	80	175	122	56	110	728
Colorado	470	43	26	88	37	20	52	12	76	15	42	36	43	14	42	18	3	43	13
Connecticut	569	44	23	74	35	30	46	16	60	21	29	43	38	22	44	30	9	17	71
Delaware	96	9	2	17	5	6	10	..	14	7	7	4	8	2	14	4	..	2	2
District of Columbia	64	3	1	6	4	4	4	1	8	3	3	6	5	2	4	2	3	3	11
Florida	640	50	29	89	37	33	52	26	99	32	49	39	54	29	56	29	11	38	207
Georgia	688	58	32	150	53	20	73	5	146	21	66	16	82	13	84	23	3	7	12
Idaho	307	27	19	50	14	24	37	5	49	10	26	20	31	11	28	22	3	28	13
Illinois	2,261	223	96	425	158	126	190	62	409	76	163	139	207	81	197	108	13	67	72
Indiana	1,195	110	52	236	93	55	58	24	232	27	57	49	108	69	113	74	5	23	17
Iowa	1,237	122	68	301	90	63	113	27	276	25	108	70	124	47	131	50	7	8	27
Kansas	896	86	53	195	59	33	86	27	170	29	74	49	107	29	93	34	2	28	44
Kentucky	665	70	28	139	46	35	70	16	131	14	48	25	71	12	72	30	..	24	2
Louisiana	440	35	19	87	34	14	41	8	88	19	43	22	42	20	45	17	2	17	21
Maine	332	28	15	65	18	13	31	8	63	8	16	22	22	9	30	16	6	14	15
Maryland	430	30	13	68	38	32	39	12	65	15	26	32	38	22	35	22	4	13	33
Massachusetts	1,069	76	43	153	88	66	88	23	142	30	57	87	87	33	102	30	13	27	60
Michigan	1,713	148	76	298	111	103	152	53	295	60	119	126	170	56	178	69	10	61	147
Minnesota	1,250	124	48	291	94	67	109	31	267	21	100	83	134	37	120	60	2	20	51
Mississippi	522	44	25	107	39	27	50	11	107	15	31	11	47	12	53	27	1	8	5
Missouri	1,061	92	47	234	72	67	92	24	209	24	83	44	111	30	107	37	6	15	26
Montana	389	32	22	91	24	13	39	7	64	10	35	24	38	17	33	24	6	20	29
Nebraska	613	68	33	144	47	22	57	11	135	17	57	28	59	22	69	22	2	29	27
Nevada	79	8	4	14	3	5	8	2	12	5	9	2	7	4	7	7	1	3	7
New Hampshire	278	19	11	51	15	10	23	6	58	7	14	26	19	9	23	16	3	15	21
New Jersey	1,084	74	36	141	97	83	93	20	135	43	51	95	83	51	82	63	14	48	61
New Mexico	215	23	18	38	15	11	21	12	39	10	20	12	26	8	26	12	1	14	9
New York	2,728	192	89	399	180	158	247	60	281	105	172	181	229	135	230	143	33	89	342
North Carolina	908	85	47	165	64	47	81	24	174	31	67	48	86	28	103	47	2	34	52
North Dakota	464	32	11	125	34	29	42	8	98	6	14	22	48	6	29	21	1	13	7
Ohio	2,025	181	82	272	180	137	170	60	339	62	133	121	183	96	197	93	9	52	174
Oklahoma	767	70	37	173	41	32	51	17	161	25	53	26	63	23	99	26	3	18	19
Oregon	514	45	22	96	25	28	42	6	82	20	30	32	44	19	42	26	12	33	71
Pennsylvania	2,546	210	100	412	229	162	239	56	374	75	157	194	235	86	234	112	8	84	39
Rhode Island	157	8	4	20	14	7	13	1	18	5	6	20	13	4	13	6	3	6	13
South Carolina	406	37	21	88	24	18	28	4	80	12	21	12	33	4	48	14	1	4	6
South Dakota	406	33	16	92	32	26	28	8	97	6	31	28	31	22	37	24	1	19	12
Tennessee	548	52	24	119	30	24	40	9	119	19	31	14	48	12	42	19	3	16	12
Texas	2,323	212	111	467	156	117	211	49	435	75	186	80	240	56	242	97	5	55	80
Utah	229	23	15	37	18	17	18	4	39	12	25	16	20	8	26	12	1	20	12
Vermont	186	11	10	41	16	5	12	3	39	5	12	15	11	6	14	13	4	13	22
Virginia	850	58	37	158	77	52	87	16	162	23	53	45	88	37	81	40	5	44	84
Washington	609	42	19	107	39	31	61	8	93	15	23	43	130	18	55	25	15	33	42
West Virginia	479	35	17	92	47	22	48	11	82	11	37	24	48	39	50	27	3	37	15
Wisconsin	1,393	133	52	312	83	57	125	26	289	30	80	102	130	66	142	72	11	35	57
Wyoming	166	22	14	39	9	12	14	11	31	8	21	9	24	7	18	10	1	19	15
U. S. TOTAL	39,968*	3,411	1,716	7,406	2,800	2,157	3,538	962	6,980	1,251	2,763	2,340	3,796	1,437	3,784	1,840	311	1,346	2,863

*Note: Under "All Makes," dual franchises are listed as one.

Source: R. L. Polk & Co.

New-Car Stocks

In Field, In Transit

(Compiled by Automotive News)

Period Ending	Cars in Field Stocks†	Cars in Transit to Dealers	Dealers Total Potential Inventory Stocks
Jan. 1, '50	251,754	188,500	440,254
Apr. 1, '50	276,136	158,000	434,136
July 1, '50	311,084	167,500	478,584
Oct. 1, '50	208,367	157,800	366,167
Jan. 1, '51	305,888	99,900	404,788
Apr. 1, '51	406,541	138,500	545,041
July 1, '51	357,606	90,700	448,306
Oct. 1, '51	250,762	79,500	330,262
Jan. 1, '52	224,968	31,000	255,968
Apr. 1, '52	213,391	83,000	296,391
July 1, '52	193,462	84,500	277,962
Oct. 1, '52	233,556	89,000	322,556
Jan. 1, '53	291,671	83,300	374,971
Apr. 1, '53	445,882	89,300	535,182
July 1, '53	479,698	82,800	562,498
Oct. 1, '53	519,037	60,900	579,937
Jan. 1, '54	428,125	36,600	464,725
Mar. 1, '54	511,123	62,000	573,123
Apr. 1, '54	541,911	64,000	605,911
May 1, '54	538,775	68,500	607,275
June 1, '54	503,219	62,500	565,719
July 1, '54	445,665	62,500	508,165
Aug. 1, '54	390,854	57,000	447,854
Sept. 1, '54	355,654	50,400	406,054
Oct. 1, '54	267,469	29,000	296,469
Nov. 1, '54	120,107	37,500	157,607
Dec. 1, '54	203,453	61,700	265,153
Jan. 1, '55	293,881	68,500	362,381
Feb. 1, '55	373,573	89,100	462,673
Mar. 1, '55	467,655	95,000	562,655
Apr. 1, '55	544,038	99,500	643,538
May 1, '55	660,341	102,700	763,041
June 1, '55	755,499	93,000	848,499
July 1, '55	736,591	77,000	813,591
Aug. 1, '55	735,447	71,500	806,947
Sept. 1, '55	676,964	37,300	713,264
Oct. 1, '55	489,475	48,900	538,375
Nov. 1, '55	481,735	87,600	569,335
Dec. 1, '55	645,707	77,400	723,107
Jan. 1, '56	755,177	53,300	808,477
Feb. 1, '56	801,499	68,900	870,399
Mar. 1, '56	840,089	63,700	903,789
Apr. 1, '56	827,977	68,100	896,077
May 1, '56	846,285	56,300	902,585
June 1, '56	746,013	52,890	798,903
July 1, '56	613,451	50,568	679,59[illegible]
Aug. 1, '56	551,081	53,038	588,17[illegible]
Sept. 1, '56	456,013	48,383	504,39[illegible]
Oct. 1, '56	288,163	25,900	314,06[illegible]
Nov. 1, '56	212,967	65,008	277,97[illegible]
Dec. 1, '56	318,587	79,656	398,24[illegible]
Jan. 1, '57	461,850	50,168	512,01[illegible]
Feb. 1, '57	561,934	68,100	630,03[illegible]
Mar. 1, '57	664,608	68,400	733,00[illegible]
Apr. 1, '57	682,790	63,125	745,91[illegible]
May 1, '57	677,705	59,500	737,20[illegible]
June 1, '57	724,329	63,420	787,74[illegible]
July 1, '57	682,121	63,090	745,21[illegible]
Aug. 1, '57	645,445	59,300	704,74[illegible]
Sept. 1, '57	684,484	45,052	729,53[illegible]
Oct. 1, '57	547,549	25,085	572,63[illegible]
Nov. 1, '57	380,749	68,300	449,04[illegible]
Dec. 1, '57	460,149	71,800	531,94[illegible]
Jan. 1, '58	597,208	55,000	652,20[illegible]
Feb. 1, '58	725,003	54,100	779,10[illegible]
Mar. 1, '58	821,568	44,000	865,56[illegible]
Apr. 1, '58	783,261	45,900	833,26[illegible]
May 1, '58	738,464	38,500	776,96[illegible]
June 1, '58	704,751	36,500	741,25[illegible]
July 1, '58	630,598	45,000	675,59[illegible]
Aug. 1, '58	600,656	30,000	630,65[illegible]
Sept. 1, '58	455,984	7,700	463,68[illegible]
Oct. 1, '58	291,397	21,500	312,89[illegible]
Nov. 1, '58	241,382	45,100	286,48[illegible]
Dec. 1, '58	387,131	73,200	460,33[illegible]
Jan. 1, '59	477,009	67,000	*544,00[illegible]
Feb. 1, '59	591,983	58,200	*650,18[illegible]
Mar. 1, '59	640,297	63,600	703,89[illegible]

† Field stocks include cars actually at dealerships, those warehoused by dealers and factories, and demonstrators.

* Revised.

Franchised Truck Dealers in the U. S.

By State and Make

(As of February 1, 1959)

State	All Makes	Chevrolet	Dodge	Ford	Studebaker	Exclusive Truck Dealers
Alabama	390	99	49	95	16	131
Alaska	45	17	10	15	3	...
Arizona	179	37	22	37	11	72
Arkansas	424	95	54	106	22	147
California	1,538	292	202	285	122	637
Colorado	405	88	52	76	18	171
Connecticut	336	74	46	60	30	126
Delaware	62	17	10	14	4	17
District of Columbia	33	6	4	8	2	13
Florida	430	89	52	99	29	161
Georgia	536	150	73	146	23	144
Idaho	269	50	37	49	22	111
Illinois	1,707	425	190	409	108	575
Indiana	887	236	58	232	74	287
Iowa	1,092	301	113	276	50	352
Kansas	782	195	86	170	34	297
Kentucky	517	139	70	131	20	157
Louisiana	382	87	41	88	17	149
Maine	247	65	31	63	16	72
Maryland	285	68	39	65	23	90
Massachusetts	506	153	88	142	30	93
Michigan	1,125	298	152	295	69	311
Minnesota	1,097	291	109	267	60	370
Mississippi	389	107	50	107	27	98
Missouri	843	234	92	209	37	271
Montana	396	91	39	64	24	178
Nebraska	615	144	57	136	21	257
Nevada	60	14	8	12	7	19
New Hampshire	215	51	23	58	16	67
New Jersey	635	141	93	135	63	203
New Mexico	171	38	21	39	12	61
New York	1,714	399	247	381	143	544
North Carolina	683	165	81	174	47	216
North Dakota	484	125	42	98	21	198
Ohio	1,367	372	170	339	95	391
Oklahoma	642	173	51	161	26	231
Oregon	413	96	42	82	26	167
Pennsylvania	1,679	412	239	374	112	542
Rhode Island	90	20	13	18	6	33
South Carolina	258	88	28	80	14	48
South Dakota	414	92	38	97	24	163
Tennessee	383	119	40	119	19	86
Texas	1,728	467	211	435	97	518
Utah	195	37	18	39	12	89
Vermont	167	41	12	39	13	62
Virginia	676	158	87	162	40	229
Washington	495	107	61	93	25	209
West Virginia	397	92	48	82	27	148
Wisconsin	1,162	312	125	289	72	364
Wyoming	184	39	14	31	10	90
U. S. TOTALS	29,729	7,406	3,538	6,981	1,839	9,965

Source: R. L. Polk & Co.

Auto Dealer Failures

(1934-1958)

Year	Number	Liabilities	Year	Number	Liabilities
1934	146	$ 6,361,000	1946	9	502,000
1935	141	3,290,000	1947	23	1,071,000
1936	132	2,651,000	1948	27	3,746,000
1937	171	3,642,000	1949	174	5,596,000
1938	323	7,609,000	1950	110	3,417,000
1939	185	3,205,000	1951	80	2,881,000
1940	146	2,258,000	1952	88	3,577,000
1941	151	2,060,000	1953	219	13,118,000
1942	144	2,293,000	1954	246	15,246,000
1943	23	348,000	1955	151	7,343,000
1944	11	164,000	1956	211	14,788,000
1945	8	402,000	1957	233	12,938,000
			1958	353	26,128,000

Source: Dun & Bradstreet, Inc. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

Items Per Repair Order . . .

Auto Dealer Service Volume, 1945-'58

	'45	'46	'47	'48	'49	'50	'51	'52	'53	'54	'55	'56	'57	'58
Lubrications	19.5	18.	23.	27.6	30.5	32.5	27.7	25.7	27.0	32.6	31.91	30.48	28.04	28.39
Oil Changes	14.5	13.5	17.2	20.5	22.3	23.4	20.7	19.4	20.7	25.2	24.95	23.18	23.19	22.77
Wash-Polish	6.3	5.4	9.5	10.4	10.	9.8	7.6	6.5	6.6	7.9	7.66	7.24	6.49	5.96
Minor Motor	47.	47.5	47.4	47.9	47.3	45.2	39.5	38.9	39.6	46.3	44.51	43.85	45.11	45.56
Major Motor	18.9	16.6	15.5	14.1	9.	7.2	6.5	7.0	7.6	9.1	8.36	9.16	9.12	8.57
Brake Work	15.9	14.	13.2	13.6	12.4	12.2	11.1	10.9	11.4	13.4	13.40	14.53	13.70	13.61
Chassis	19.	18.4	17.3	17.9	17.5	17.4	16.5	16.8	17.7	20.4	21.28	23.43	25.27	27.06
Body and Paint	12.7	12.2	12.5	13.2	12.8	12.3	10.5	9.7	10.7	12.2	12.60	13.01	12.73	12.24
Per Repair Order	1.53	1.45	1.55	1.65	1.61	1.60	1.40	1.35	1.50	1.67	1.73	1.70	1.68	1.68

A breakdown by departments of franchised car and truck dealer service from an analysis of over a million and one-half repair orders monthly.

(Courtesy John E. Wolf Co.)

Service Repair Order Averages—1958

	Jan. Pct.	Feb. Pct.	March Pct.	Apr. Pct.	May Pct.	June Pct.	July Pct.	Aug. Pct.	Sept. Pct.	Oct. Pct.	Nov. Pct.	Dec. Pct.	Year Pct.
Lubrication	28.09	26.90	26.81	27.09	29.54	29.27	29.81	29.00	29.85	29.00	28.71	27.28	28.39
Oil Changes	21.82	21.63	22.09	22.90	23.90	23.36	23.64	23.00	23.71	23.14	22.42	21.57	22.77
Wash-Polish	6.45	6.45	6.72	6.90	6.09	5.72	5.45	5.27	5.42	5.28	6.14	5.57	5.96
Minor Motor Work	47.18	47.09	46.54	43.09	43.00	43.55	42.72	43.18	43.85	46.42	48.85	51.28	45.56
Major Motor Work	9.27	9.00	9.27	8.90	8.63	9.00	9.18	8.63	8.00	7.71	7.57	7.71	8.57
Brakes	12.09	12.45	12.18	13.63	15.00	14.72	14.18	14.27	14.71	14.85	12.72	12.57	13.61
Chassis	24.09	24.54	24.09	28.00	29.63	29.18	29.18	29.09	27.57	26.85	28.00	24.57	27.06
Body	12.36	13.00	12.72	12.18	12.72	12.63	12.45	12.45	11.85	11.57	11.14	11.85	12.24
Miscellaneous	10.09	10.36	10.81	9.72	11.00	10.45	9.90	9.81	14.71	8.71	9.71	11.14	10.53
Average Operation Per Repair Order	1.65	1.65	1.66	1.70	1.72	1.72	1.72	1.69	1.54	1.70	1.71	1.64	1.68

—Compiled by John E. Wolf Co.

RAYON NYLON TYREX

let's get them straightened out!

TYREX IS RAYON NOT NYLON

Some people are under the impression that Tyrex is an improved nylon. Nothing could be further from the truth. *Tyrex is rayon.*

There's considerable difference between nylon and Tyrex. A recently completed series of gruelling, scientific tests confirms it . . . shows that nylon cord tires outperform Tyrex cord tires in combatting the major causes of tire failure. Specifically:

- Nylon cord tires have *twice* the resistance that Tyrex cord tires have to failure from impact damage.
- At equal speeds, Tyrex cord tires build up higher temperatures than nylon cords. What's more, Tyrex will fail from heat damage at a lower temperature than will nylon.
- Nylon has twice the strength of Tyrex when subjected to temperatures generated by 60 mph turnpike speeds.
- When wet, nylon is 86% stronger than Tyrex.
- A nylon carcass can roll up 25% more mileage than Tyrex before failure from fatigue.

In short, nylon is the tire cord that delivers the greater durability, safety and extra blowout-resistance today's driving demands. That's why you find that all tire manufacturers put nylon cord into their better tires. (*And*, they make a point of it: when a tire has nylon cord, *it says so* right on the casing.)

And the public knows it . . . wants it . . . buys it. Proof: 53% of all car owners buying new replacement tires today buy nylon cords. Proof: A recent authoritative automotive and tire survey, conducted by a leading national consumer magazine, shows that cord-conscious car owners prefer nylon to rayon cords by an astonishing 19 to 1 ratio.

With nylon cords you sell a better product, one that's better known and more preferred. Doesn't it make good business sense then to talk up nylon cord tires?

See nylon cord tire commercials on Chemstrand's PERRY COMO SHOW on the NBC-TV network. Week after week, they'll be driving home to 45 million consumers the advantages of nylon cord tires.

CHEMSTRAND® NYLON

Chemstrand makes only the yarn; America's finest mills and manufacturers do the rest.

THE CHEMSTRAND CORPORATION • GENERAL SALES OFFICES: 350 FIFTH AVE., NEW YORK 1, N. Y.
DISTRICT SALES OFFICES: 350 Fifth Ave., New York 1; 3½ Overwood Rd., Akron, Ohio; 197 First Ave., Needham Heights, Mass.; 129 West Trade St., Charlotte, N. C.; California Office: 707 South Hill St., Los Angeles 14. Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: CHEMSTRAND® NYLON—Pensacola, Fla.; ACRILAN® ACRYLIC FIBER—Decatur, Ala.

Gas up for top performance in

America's ACTION Market

Where FAMILY WEEKLY influences the sales and service of 8,799,570 automobiles

FAMILY WEEKLY's carefully engineered pattern of market coverage offers unprecedented concentration in one of America's largest, most responsive automotive markets.

FAMILY WEEKLY saturates 181 of America's thriving middle markets where people live within easy driving distance of their jobs, their friends and their shopping. They have more time, more reason to drive more often.

- **85.6% of all FAMILY WEEKLY households have at least one automobile.**
- **More than ONE out of every FIVE households have two or more automobiles.**
- **There are more than 1½ million trucks in the FAMILY WEEKLY market.**
- **It takes over 50 million tires to keep this giant fleet of cars and trucks on the move.**

As the Sunday magazine of the local newspaper that your dealers read and advertise in, FAMILY WEEKLY gets their attention and support. They know from experience that it reaches their best customers.

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4,581,807 CIRCULATION IN 181 KEY MARKETS

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Patrick E. O'Rourke, *Advertising Director*
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CHICAGO 1: 153 N. Michigan Ave.

NEW YORK 22: 405 Park Avenue

CLEVELAND 15: 604 Hanna Bldg.

LOS ANGELES 5: Blanchard-Nichols Assoc., 633 S. Westmoreland Avenue

SAN FRANCISCO 7: Blanchard-Nichols Assoc., Phillips and Van Orden Bldg., 900 Third St

MIAMI 32: J. Bernard Cashion, Chamber of Commerce Bldg.

Dealer Service Profits, 1958-57

1958	Group I 1-149 units	Group II 150-399 units	Group III 400-749 units	Group IV over 750 units	Average all dealers surveyed
Total service sales per new vehicle sold	$1,193	$986	$844	$645	$986
Percent profit on service work	31.9%	35%	35.3%	33.6%	33.5%
Customer labor per new vehicle sold	$356	$319	$273	$193	$305
Parts sold per new vehicle	$531	$452	$416	$332	$457
Gross profit from all service per new vehicle sold	$380.57	$345.10	$297.93	$216.20	$330.31
1957					
Total service sales per new vehicle sold	$959	$792	$673	$536	$797
Percent profit on service work	31.5%	35.1%	36.4%	34.4%	33.6%
Customer labor per new vehicle sold	$284	$270	$221	$172	$253
Parts sold per new vehicle	$420	$348	$313	$256	$356
Gross profit from all service per new vehicle sold	$284	$270	$221	$112	$252

—Compiled by NADA

Dealer Totals

U. S. Passenger Cars

	1959	1958
American Motors	2,743	2,200
Chrysler Corp.	8,840	8,673
Ford Motor Co.	9,075	9,743
General Motors	14,685	15,513
S-P Corp.	2,479	2,067
Totals	36,784	38,196
Minus intercorporate duals	1,245	576
U. S. Passenger-Car Dealers	35,539	37,620

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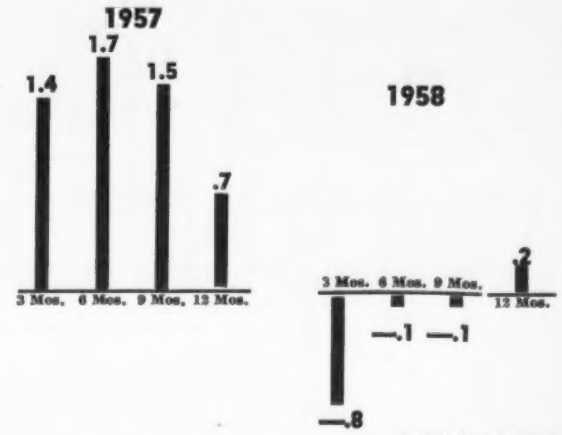
The Dealer Profit Story



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Cost of Operating Cars in Various Areas

(All standards based on the 1959 Chevrolet 8 Bel Air 4-door sedan)

Name City (Basing Point)	Fixed Allow. Per Day	Total Per Mile Allow. (in Cents)	*Depre. Adj. Per 1,000 Miles
Portland, Oregon	$2.24	4.15	$14.65
San Francisco, California	2.49	4.00	15.05
Spokane, Washington	2.25	4.60	15.10
Sacramento, California	2.30	4.45	15.05
Boise, Idaho	2.11	4.60	14.65
Tucson, Arizona	2.18	4.45	14.90
Butte, Montana	2.12	4.65	14.80
Denver, Colorado	2.18	4.45	14.90
Las Vegas, New Mexico	2.20	4.50	14.75
El Paso, Texas	2.14	4.30	14.80
Omaha, Nebraska	2.10	4.35	14.65
Dodge City, Kansas	2.06	4.05	14.90
Corpus Christi, Texas	2.11	4.20	14.80
Duluth, Minnesota	2.16	4.00	14.55
Des Moines, Iowa	2.15	3.60	14.80
Kansas City, Missouri	2.28	3.70	14.90
Joplin, Missouri	2.25	4.05	14.90
St. Louis, Missouri	2.36	3.75	14.75
Tulsa, Oklahoma	2.31	3.90	14.90
Fort Smith, Arkansas	2.14	4.20	15.05
Houston, Texas	2.15	3.80	14.80
Jackson, Mississippi	2.14	4.30	14.90
New Orleans, Louisiana	2.09	4.30	14.90
Chicago, Illinois	2.35	3.65	14.75
Milwaukee, Wisconsin	2.08	3.70	14.30
Louisville, Kentucky	2.10	3.85	14.80
Nashville, Tennessee	2.09	3.85	14.95
Birmingham, Alabama	2.06	4.00	14.75
Traverse City, Michigan	2.04	4.00	14.75
Youngstown, Ohio	2.12	3.50	14.70
Syracuse, New York	2.14	3.85	14.40
Elmira, New York	2.12	3.60	14.45
Pittsburgh, Pennsylvania	2.12	3.75	14.75
Williamson, West Virginia	2.10	4.20	14.70
Chattanooga, Tennessee	2.18	4.20	14.95
Saratoga Springs, New York	2.41	3.95	14.50
New York, New York	2.53	3.60	15.00
Chelsea, Massachusetts	2.52	3.40	14.60
Bayonne, New Jersey	2.26	3.50	14.55
Norfolk, Virginia	2.02	3.60	14.65
Charleston, South Carolina	2.23	3.75	15.05
Miami, Florida	2.20	3.90	14.75
AVERAGE 42 TERRITORIES	$2.19	4.00	$14.78

* Applies to mileage in excess of 18,000 annually only. Source: American Automobile Assn.

How Dealer Profit Picture Changed in 1958

	At End of 3 Months		At End of 6 Months		At End of 9 Months		At End of 12 Months 1958		At End of 12 Months 1957	
	Pct. Gross Profit	Pct. Operating Profit	Pct. Gross Profit	Pct. Operating Profit	Pct. Gross Profit	Pct. Operating Profit	Pct. Gross Profit	Pct. Operating Profit	Pct. Gross Profit	Pct. Operating Profit
Volume Group I	15.5	—1.2	15.1	—.4	15.4	—.3	14.8	—.1	14.5	.6
Volume Group II	15.3	— .8	15.0	0	15.6	0	15.4	.2	14.6	.7
Volume Group III	14.9	— .5	14.6	.1	14.8	0	15.0	.5	14.4	.7
Volume Group IV	13.8	.1	13.4	.3	14.1	.3	13.4	.8	13.4	.9
Industry Average	15.2	— .8	14.8	—.1	15.2	—.1	14.9	.2	14.4	.7

Volume groups are based on 1958 retail deliveries of new cars and trucks as follows: Group I, 1 to 149 units; Group II, 150 to 399 units; Group III, 400 to 749 units, and Group IV, 750 units and more. The figures are not for the individual quarters, but are cumulative through the end of each period.

Breakdown of Dealer Expense

PERCENTAGE OF TOTAL SALES, 1958-1957

	Group I		Group II		Group III		Group IV		Ind. Average	
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
Preparation and delivery	.34	*	.43	.....	.47	.....	.47	.....	.40	.....
Warranty and policy	.52	.90	.62	1.08	.57	1.13	.43	.90	.55	.99
Salaries, commissions, other compensation to salesmen	1.77	1.75	2.22	2.21	2.28	2.33	2.06	2.27	2.03	2.04
All other salaries, wages (except mechanics')	5.54	5.05	5.50	4.89	5.19	4.82	4.26	4.20	5.31	4.87
Employes' bonuses	.10	.12	.15	.14	.17	.19	.24	.27	.14	.16
Shop tools and supplies	.44	.41	.39	.39	.30	.35	.25	.23	.38	.37
Rent and expense in lieu of rent	1.25	1.11	1.25	1.05	1.17	.97	.97	.95	1.20	1.05
**Advertising, local	.73	.69	.86	.84	.93	.94	.96	.99	.83	.81
Insurance, other than building	.43	.38	.35	.32	.31	.27	.25	.23	.37	.33
Interest paid	.50	†	.40	.....	.33	.....	.35	.....	.42	.....
All other expense	3.32	3.47	3.08	2.98	2.77	2.73	2.34	2.50	3.04	3.08
TOTAL EXPENSE	14.94	13.88	15.25	13.90	14.49	13.73	12.58	12.54	14.67	13.70

* Included in "warranty and policy" for 1957 breakdown.
** Includes travel, promotion and service training for Ford and Lincoln-Mercury dealers.
† Included in "all other expense" for 1957 breakdown.

—From NADA Survey.

New-Car Sales Per Dealer—1955-58

Make	1958	1957	'57 Pos.	1956	'56 Pos.	1955	'55 Pos.
1. Chevrolet	170	195	2	206	1	216	2
2. Ford	149	213	1	195	2	224	1
3. Oldsmobile	83	99	4	114	4	153	4
4. Buick	82	112	3	148	3	206	3
5. Cadillac	69	79	7	74	7	80	7
6. Rambler	68	42	11	32	13	*	–
7. Pontiac	62	84	6	90	5	133	5
8. Plymouth	57	77	8	55	9	72	9
9. Mercury	49	85	5	87	6	122	6
10. Dodge	42	74	9	61	8	75	8
11. Edsel	25	23**	15	—	–	—	–
12. Lincoln-Continental	23	29	14	31	14	25	16
12. DeSoto	23	46	10	41	10	45	12
12. Chrysler	23	39	12	37	11	48	11
15. Studebaker	19	32	13	36	12	45	12
16. Imperial	11	21	16	6	18	4	17
17. Packard	2	3	19	12	17	41	14
Nash	—	7	17	19	15	59	10
Hudson	—	5	18	13	16	33	15

*—Rambler included in Nash registrations for 1955.
**—Partial-year figures. Edsel was introduced in September, 1957.

Dealers Handling U.S. Makes of Passenger Cars

1959 vs. 1958

(Estimated by Automotive News)

	JAN. 1, 1959				JAN. 1, 1958			
	Exclusives (within corp.)	Multiples (within corp.)	Total Franchises	Net Dealers	*Exclusives (within corp.)	*Multiples (within corp.)	*Total Franchises	*Net Dealers
AMERICAN MOTORS	2,743	0	2,743	2,743	2,200	0	2,200	2,200
Rambler	2,743	0	2,743		2,200	0	2,200	
CHRYSLER CORP.	506	15,406	16,062	8,687	697	17,096	17,793	8,673
Chrysler	60	2,519	2,579		71	2,683	2,754	
DeSoto	38	2,015	2,053		59	2,198	2,256	
Dodge	292	2,967	3,259		332	3,135	3,467	
Imperial	0	1,356	1,356		0	1,589	1,589	
Plymouth	176	6,667	6,843		195	7,500	7,695	
FORD MOTOR CO.	6,619	6,352	12,971	8,849	7,181	5,336	12,517	9,743
Edsel	224	1,337	1,561	–	914	232	1,146	
Ford	5,600	1,297	6,897		5,692	1,328	7,020	
Lincoln-Continental	0	1,132	1,132		0	1,297	1,297	
Mercury	125	2,646	2,781		575	2,479	3,054	
GENERAL MOTORS	10,006	9,542	19,628	14,685	11,061	9,268	20,329	15,513
Buick	1,640	1,575	3,215		2,020	1,500	3,520	
Cadillac	179	1,598	1,777		181	1,603	1,784	
Chevrolet	5,192	2,054	7,246		5,550	1,900	7,450	
Oldsmobile	1,395	2,315	3,710		1,500	2,250	3,750	
Pontiac	1,600	2,000	3,600		1,510	2,015	3,525	
STUDEBAKER-PACKARD	2,479	0	2,479	2,479	184	3,766	3,950	2,067
Packard	0	0	0		88	1,873	1,969	
Studebaker	2,479	0	2,479		96	1,893	1,981	
TOTALS	21,963	31,300	53,263	36,784	21,323	35,466	56,789	38,196
Less intercorporate duals				1,245				576
TOTAL U. S. DEALERS				35,539				37,620

* Revised.

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Who's Who in the Auto Industry

(Continued)

BROWN-LIPE-CHAPIN DIV., General Motors Corp., Town Line rd., Syracuse, N. Y. Lustrous metal accessories such as hub caps, wheel discs, grilles and escutcheons, bumper guards and ornaments, trim rings and trim, from zinc, stainless, aluminum and cold rolled. Edward A. Kaegl, gen. mgr.; Stanford Landell, works mgr.; George S. Cole jr., mfg. mgr.; Wayne A. Smith, dir. of prod. engrg. and sales; Donald F. Neubauer, dir. pur. and prod. con.; Dwight M. Overcash, dir. of quality; Lewis L. Kennedy, comptr.; Robert K. Vincent, dir. of personnel; Donald D. Nimmo, dir. of pub. rel.; William L. Snover, dir. prod. engrg. John B. Findling, Elyria, O., plant mgr.

BROWN RUBBER CO., INC., Union st. and 52 By-Pass, Lafayette, Ind. Sponge rubber, vinyl foam products and urethane foam products. George Leach, pres.; D. B. Adams, exec. vice-pres.; C. C. Lewis, treas.; R. D. Branigan, secy.; John R. Jamison, sales mgr.; H. R. Kissell, wks. mgr.; G. W. Cole, dir. dev. and engrg.; W. H. Hippensteel, dir. pur.; J. J. Jones, prod. planning mgr.; G. J. Meyers, traf. mgr. **Det. Rep.**—W. F. Bauer, asst. sales mgr., 728 Fisher bldg., Detroit, Mich.

BROWN, W. B., CORP., 2701 N. Normandy ave., Chicago 35, Ill. Portable paint sprayers, air compressors, spray guns. Everett H. Marti, pres.; J. Deming, vice-pres.; N. L. Brown, secy.; V. E. Guest, treas.; R. E. Bukowski, works mgr.; O. Hagist, chf. engr. **Adv. Agcy.**—Jones Frankel, Chicago, Ill. A. Gaines, acct. exec.

BRUNNER DIV., Dunham-Bush, Inc., 179 South st., West Hartford 10, Conn. Air compressors, L. P. gas units, semi-hermetic units, refrigeration equipment. Cecil Boling, pres.; C. J. Kimmel, gen. mgr.; J. A. Mulcahey, vice-pres. sales; Roger Beaupre, plant supt.; A. G. Zumbrum, asst. sales mgr.; Fred Gentsch, prod. mgr. Air Compressors; Paul Hunker, sales mgr. Nat'l and Mfg. accts.; R. B. Lennox, adv. and sales prom. mgr.; W. Runciman, ser. mgr.; Thomas Cashman, pur. agt.; George Hartwell, chf. engr.; John Conway, traf. mgr. **Adv. Agcy.**—Wm. Schaller Co., Inc. John Rodick, vice-pres.

BRYANT CHUCKING GRINDER CO., 257 Clinton, Springfield, Vt. Internal grinders. J. H. Beardsley, pres.; Alan E. Stubbs, sales mgr.; H. A. Bush, treas.; P. A. Grobey, dir. of engr. and research. **Adv. Agcy.** — H. A. Loudon, Adv., Boston, Mass.

BUCKLEY MANUFACTURING CO., Caldwell dr., Cincinnati, O. Automotive fuel tanks, stampings, assemblies, air-conditioning cabinets, painted metal products, Maurice Reardon, pres.; Charles Seifert, vice-pres.; Elizabeth Reardon, secy.-treas.; J. D. McKerracher, works mgr. **Det. Rep.**—Richard H. Haynes, 2906 E. Jefferson, Detroit 7, Mich.

BUDD CO., 2450 Hunting Park ave., Philadelphia 32, Pa. Chassis, body parts and stampings; truck, bus and passenger car wheels, hubs and drums. E. G. Budd jr., pres.; E. R. Schmidt, exec. vice-pres.; G. E. Lallou, A. R. Lindsay, A. Walton, vice-presidents; J. Hihn jr., comptr.; J. B. Seelye, secy.; F. W. Norcross, treas.; H. A. Boas jr., dir. of mktg.; E. C. Blaine, vice-pres., gen. mgr. (auto. div); R. J. Kalbfleisch, vice-pres. mfg. (auto. div.); C. L. Ekserglan, vice-pres. engrg. (auto. div.); R. F. Littley, vice-pres. sales (auto. div); W. A. Ehresman, dir. of pur.; S. A. Mahan, jr., plant mgr. (Hunting Pk., Phila.); E. F. Bates, plant mgr. (Red Lion, Phila.); R. O. Greenshields, plant mgr. (Charlevoix, Detroit); C. C. Coyle, plant mgr. (Chase, Gary, Ind.); E. D. Heilbrun, dir. of traffic; J. L. Yarnall, traf. mgr. (Hunting Pk.); E. L. Mark, traf. mgr. (Red Lion); G. R. Foraker, traf. mgr. (Charlevoix); P. Telep, traf. mgr. (Chase); T. P. Hunter, mgr. adv. and pub. rel. **Adv. Agcy.** — Lewis & Gilman, Inc., John C. Belfield, pres.

BUELL MFG. CO., 8125 W. 47th st., Lyons, Ill. Air horns, compressors. R. D. Buell, pres.; Roy D. Buell jr., vice-pres.

BUICK MOTOR DIV., Flint 2, Mich. Motor cars. E. T. Ragsdale, gen. mgr.; D. F. Taylor, gen. mfg. mgr.; E. C. Kennard, gen. sales mgr.; J. S. Hudgens, R. F. Blair, J. L. Bradshaw jr., asst. gen. sales mgrs.; J. G. Davies, exec. asst. to gen. mgr. in chge. of dir. rel.; R. B. Cogswell, dir. of merchandising; E. J. Krause, gen. serv. mgr.; P. E. McCracken, gen. parts and access. mgr.; O. K. Kelley, chief engr.; C. L. Clifford, dir. of pur.; C. Clark Smith, traf. dir.; L. L. Scott, gen. works engr.; W. E. McNaught, dir. of pub. rel.; J. R. Bolton, compt.; J. F. Kennedy, dir. of per. **Det. Rep.**—C. L. Foster jr., 6164 Cass ave., Detroit. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y.

BUILDERS ORNAMENTAL IRON CO., **Frame Master Div.,** 4655-59 W. Arthington st., Chicago, Ill. Frame and axle straightener for cars and trucks; collision units for alignment and front end work up to the cowl; special axle tools. William J. Payes jr., pres. and treas.; R. C. Crandall, secy.; D. R. Newberry, pur. agt.; Franck Rach, chief instructor. **Adv. Agcy.**—Leslie Brink, Chicago, Ill.

BULLARD COMPANY, THE, 286 Canfield ave., Bridgeport 9, Conn. Machine tools including vertical turret lathes, boring, milling and drilling tools, spacer table, chucking grinder, automatic horizontal single spindle lathe. E. C. Bullard, chmn. of bd.; E. P. Bullard III, pres., gen. mgr.; F. L. Dabney, secy-treas.; H. E. Neale, sales mgr.; M. K. Peck, C. H. Hagberg, asst. sales mgrs.; W. C. Neu, adv. mgr.; K. E. Howard, serv. mgr.; T. H. Wilber, pur. agt., traf. mgr. **Det. Rep.** — Wilfred Thompson, 16601 James Couzens hwy., Detroit 21, Mich. **Adv. Agcy.**—Park City Adv. Agcy., Bridgeport, Conn.

BUMPA-TEL SIGN CO., Div. of Warren Hastings Motor Co., Inc., 202-210 N. Front st., Mounds, Ill. Quick detachable advertising signs which attach to automobile rear bumpers. Warren S. Hastings, pres.; Earlean R. Hastings, vice-pres., secy.; George W. Phillips, gen. mgr.; John B. Vick, sales mgr.

BUNDY TUBING CO., 8109 E. Jefferson ave., Detroit 14, Mich. Bundyweld steel tubing, monel tubing. W. W. Anderson, pres.; W. W. Anderson jr., vice-pres., gen. mgr.; P. A. O'Connell, vice-pres. sales; J. L. Shanahan, vice-pres. mfrg.; W. F. Kendall, gen. sales mgr.; W. F. Haberkorn, auto sales mgr.; A. F. Bernthal, adv. and sales dev. mgr.; T. H. Schneider, dir. of pur. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. Gerald Millar, acct. exec.

BUNTING BRASS & BRONZE CO., 715 Spencer st., Toledo 1, O. Bushings, bearings, bars and special parts of cast bronze and sintered metals. Wm. M. Hankins jr., pres.; W. F. Volk, vice-pres., treas.; R. G. Sevrence, secy., asst. treas.; R. O. Oyler, dir. sales; M. A. Hammann, R. Van Steenburgh, sales mgrs.; A. L. Cremean, vice-pres. manufacture; D. C. Spaulding, prod. engr.; W. H. Roberts, pur. agt.; F. Stewart, traf. mgr. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O.

BURCH MANUFACTURING CO., INC., 618 First ave. N., Fort Dodge, Ia. Auto top carriers, tarpaulins, boat covers, outboard motor covers, heat houser (Tractor Hester canvas products). Paul E. Burch, pres., pur. agt.; Phillip L. Burch, vice-pres.; Karl D. Burch, secy.; Max Burch, treas.

BURD PISTON RING COMPANY—P. O. Box 587, Eau Claire, Wis. Piston rings, valve packing, valve inserts, Herman D. White, pres., gen. mgr.; C. F. Hempel, oper. mgr.; C. A. Fausett, sales mgr.; E. A. Genrich, plant supt.; Kenneth W. Sturm, office mgr.

BURGESS BATTERY CO., Div. of Servel, Inc., Freeport, Ill. Dry batteries, flashlights, pocketlights, lanterns. F. J. Kirkman, pres.; W. T. Evans, treas.; H. F. Horstmeyer, secy.; J. P. Woodhouse, asst. secy., asst. treas.; H. C. Cramer, vice-pres. chge. production; J. J. Coleman, vice-pres. chge. engrg.; C. E. Balz, vice-pres. for sales; A. Yule, vice-pres. for Canadian Div.; R. E. Beldt, pur. agt.; T. Wagner, traf. mgr. **Det. Rep.**—H. E. Heisner, 10931 Balfour rd., Detroit 24. **Adv. Agcy.** — Kane Advertising, Bloomington, Ill. Edmund Kane, acct. exec.

BURGESS-NORTON MFG. CO., Geneva, Ill. Piston pins, stampings, hardened and ground parts, screw machine products. C. M. Burgess, chmn. of bd.; F. E. Burgess, pres.; R. A. Anderson, vice-pres., prod.; C. B. Johnson, vice-pres. sales; G. M. Waller, vice-pres. engrg.; W. T. Crane, adv. mgr.; William T. Cox, metallurgist; G. D. Holliday, pur. agt.

BURKART MANUFACTURING CO., F., Div. of Textron, Inc., 4900 North Second st., St. Louis, Mo. Automotive cushion padding, cotton felt and sisal padding and polyurethane foam. R. B. Morrow, pres.; Harry F. Meyer, adv. mgr.; Wm. McEwen, exec. vice-pres.; George Bell, traf. mgr. **Det. Rep.**—W. C. Patterson and Glenn Green, 2679 Conner ave. (automotive sales mgr.). **Adv. Agcy.**—Winius-Brandon, St. Louis, Mo William Sanborn, acct. exec.

BURKHARDT CO., 3815 W. Fort st., Detroit 16, Mich. Color and upholstery selector books, loose leaf binders, decorated catalog covers, plastic indexes, leather portfolios and cases, easel display binders, pamphlet binding, general bookbinding. John C. Burkhardt, pres.; Edward H. Zerbe, chmn. of bd.; Lincoln D. Knorr, treas.; Richard C. Burkhardt, vice-pres., gen. mgr.; A. W. Smallfuss, pur. agt.; Lee Smith, traf. mgr.

BURLINGTON INDUSTRIES, 1430 Broadway, N. Y. Textile fabrics. J. Spencer Love, chmn. of bd.; J. C. Cowan jr., vice chm. of bd.; Paul Geden, adv.; Gilbert T. Karp, public rel. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hwy., Detroit, Mich.

BURLINGTON MILLS, INC., 748 Chestnut st., Burlington, Wis. Vinyl coated automotive felts, floor carpeting, luggage compartment lining, headlining, dash seal, kick plates, risers, shelf lining risers, laminated and vinyl coated fabrics and papers. Wm. A. McMillan, chmn.; R. A. Kinzer, pres.; H. H. Loud, vice-pres. sales and adv.; J. F. Zemaitis, vice-pres. res.; A. J. Rueter, secy.-treas.; W. G. Mett, purchasing; G. F. Roquemore, asst. to pres.; J. S. Miller, dir. mktg.; F. T. M. Loud, Detroit Dist. mgr., Stephenson bldg., Detroit 2, Mich.

BURNDY CORP., Omaton Div., Norwalk, Conn. Electrical solderless connectors, automotive and tank harness connectors, installation tools. Bern Dibner, pres.; Marvin Lee, exec. vice-pres.; Julian Rogoff, vice-pres., Omaton Div. mgr.; Sidney Bergman, gen. sales mgr.; Lewis E. Gage, adv. and sales prom. mgr. Robert Michaels, pur. agt. **Det. Rep.**—Knaus, Glaser, Bowman & Henry, 3117 W. McNichols rd. **Adv. Agcy.**—Ted Gravenson, Inc., 157 W. 57th st., New York, N. Y.

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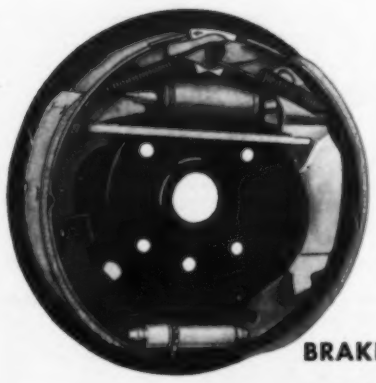

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INC., 7265 Radford ave., North Hollywood, Calif. Auto and truck washing systems. David Fisher, pres.; L. J. Hackett, vice-pres.; Maury W. Wayne, secy.; J. A. Drielsma, treas.; Sam Slavin, gen. mgr., pur. agt.; Al Kantor, works mgr.; Charles Bergin, sales mgr.; Don Hadley, asst. sales. **Adv. Agcy.**—Otero & Winters, Inc., Los Angeles, Calif.

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CARTER AND GALANTIN, INC., 710 W. Jackson blvd., Chicago 6, Ill. Promotion programs, product displays, sales charts, sales aids, slide film, motion pictures, TV spots, sales meeting plans. H. E. Carter, pres.; N. F. Kloker, exec. vice-pres.; R. H. Plew, vice-pres.; Edmund W. Thoss, treas. **Det. Rep.**—R. H. Plew.

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CARTER PARTS CO., 3401 Madison st., Skokie, Ill. Foot dimmer switches, defroster switches, windshield wiper switches, heater switches, door switches, back-up and turn indicator switches. M. J. McCarthy, pres., sales mgr.; M. F. Ebeling, secy.-treas.; M. J. Alef, gen. mgr.; N. Frantz, chief engr.; D. Eklund, pur. agt. **Det. Rep.**—Ed Protz, 1516 Morton ave., Ann Arbor, Mich.

CARWASHERS & STEAM EQUIPMENT CORP., 2045 W. 35th st., Chicago 9, Ill. Aqua Vac No. 4 combination: carwasher, vacuum cleaner, parts cleaner, hi pressure pump, motor cleaner. John Mate, pres.; Frank Kay, vice-pres., sales mgr.; Joseph A. Goeller, secy.; Robert McCabe, treas., adv. mgr.; Joseph Williams, gen. mgr.; John A. Sullivan, serv. mgr.; Jerome Dusek, chief engr.; Elmer Johnson, pur. agt.

CASCO PRODUCTS CORP., 512 Hancock ave., Bridgeport 2, Conn. Automatic cigaret lighters, inner-controlled sealed beam spotlights, electric motorized antennas. Joseph H. Cone, chmn. of bd.; Lawrence E. Fenn, pres.; Lloyd F. Taylor, vice-pres. of ind. rels.; Norman P. Levine, secy.; Robert O. Knebel, asst. secy.; Morton S. Krall, treas.; W. F. Babcock, gen. sales mgr.; Norman P. Levine, dir. of pur.; U. Sykes Mozneck, art dir.; Jack L. Leavy, traf. mgr.; S. J. Roumeles, sales mgr. auto div.; M. T. Powers, serv. mgr. **Det. Rep.**—John R. Morrow, Wendell Smith, 16163 Meyers rd. **Adv. Agcy.**—Peck Adv. Agency, Inc., 400 Madison ave., New York, N. Y.

CASE HARDENING SERVICE CO., P. O. Box 4586, Cleveland 24, O. Carburizing or case hardening compounds, tempering, heat treating, annealing, carburizing salts; anti-carburizing paint. C. P. Critzer, pres. and treas.; Mark Snow, vice-pres.; E. M. Critzer, secy.

CATALIN CORP. OF AMERICA, 1 Park ave., New York 16. Industrial resins for laminating, bonding and impregnating; and styrene, nylon and polyethylene molding and extrusion compounds. H. Krehbiel, pres.; L. Beck, exec. vice-pres.; E. W. Bastian, vice-pres., Thermosetting div.; W. Miller, vice-pres., engrg.; J. Hyman, vice-pres., res. and dev.; F. Martin, secy.-treas.; F. Hadley, vice-pres., Thermoplastic div.; P. Krentel, sales mgr.; Chemical div.; R. A. Woodard, sales adv. mgr.; M. Rasmussen, pur. agt. and traf. mgr. **Adv. Agcy.**—Walter Gallagher, 175 Fifth ave., New York.

CATERPILLAR TRACTOR CO., Peoria 8, Ill. Tractors, diesel engines, earthmoving equipment, motor grades. L. L. Morgan, sales prom. mgr. **Adv. Agcy.**—N. W. Ayer & Sons, Inc., Philadelphia, Pa.

CEDAR RAPIDS ENGINEERING CO., 902 17th st., N. E., Cedar Rapids, Ia. Valve facing machines, valve seat grinders, valve seat insert tool, cylinder boring machines, line boring machines, piston turning and grinding machines, pin Filing machine, rod reconditioner. F. Critz Hahn, pres., gen. mgr.; G. L. Erwin, gen. sales mgr.; W. M. Delzell, vice-pres.; H. Cedric Hahn, secy.; R. W. Bradley, serv. mgr.; D. R. Platner, asst. sales mgr.; J. C. Falcon, pur. agt. **Det. Rep.**—Lacey Williams, 124 LaBelle st., Highland Park, Mich.

CELANESE CORP. OF AMERICA, 180 Madison ave., New York 16, N. Y. Chemicals: fuel additives, brake fluid components, anti-freezes, hydraulic fluids, solvents for paint and lacquer; fibers: yarns for body linings, headlinings, upholsteries, slip covers, mechanical rubber goods; plastics: cellulose acetate and cellulose propionate sheeting, film and molding compounds, polyolefin resins, polyvinyl acetate emulsions, polyester resins. Harold Blancke, pres.; J. W. Brooks, vice-pres., gen. mgr., fibers; P. H. Conze, dir. mktg. fibers; W. D. Clark, gen. sales mgr., fibers; B. Andersen, vice-pres., gen mgr., plastics; R. W. KixMiller, vice-pres., gen. mgr., chemicals; E. W. Ward, dir. mktg. plastics; R. H. Kampschulte, gen. sales mgr., chemicals; H. R. Michel, pur. agt.; W. C. Somerville, traf. mgr. **Adv. Agcy.**—Ellington & Co.

CELLUSUEDE PRODUCTS, INC., 500 N. Madison st., Rockford, Ill. Rayon flock, nylon flock, acetate flock, hair flock, cotton flock, coated paper. J. C. Sutton, pres.; P. L. Flanigan, vice-pres.; John Cooney jr., secy. and sales mgr. **Det. Rep.**—Lloyd Thiel, 19737 James Couzens hwy., Detroit.

CEMCO INDUSTRIES, INC., Winchester rd., Galion, O. Split and power take-off, hydraulic lift tailgate, trailer jockey, hoists, mobile machine shops, dock ramps, mobile lubricating shops, bulk carriers and weigh gauge. H. L. Ekin, pres., sales mgr.; Wm. C. F. Bastian, vice-pres.; Paul Durtschi, vice-pres.; J. B. Hubley, pur. agt.; H. L. Ekin, treas.; Lowell Bourns, adv. mgr. **Adv. Agcy.**—Coleman Todd & Assoc., Mansfield, O. O. Lowell Bourns, acct. exec.

CENTRAL FOUNDRY DIV., General Motors Corp., 37 Florence st., Saginaw, Mich. High quality grey iron, malleable iron and ArmaSteel castings for automotive, transportation, agricultural implement, and appliance industries. Cylinder blocks and heads for both gasoline and diesel engines, manifolds, camshafts, crankshafts, bearing caps, wheel hubs, differential carriers, spring hangers, door hinges, steering gear housings, transmission gears, valve rocker arms, universal joint yokes, diesel engine pistons, conveyor trolley wheels and many others. James H. Smith, gen. mgr.; Elmer E. Braun, works mgr.; Leslie L. Shafer, sales mgr.; Carl A. Koerner, mfg. mgr.; Carl F. Joseph, tech. dir.; Frank E. Lamb, comp.; Robert H. Mooney, wks. engr.; Harold G. Sieggreen, chief engr. **Adv. Agcy.** — Price, Tanner & Willox, Saginaw, Mich.

CENTRAL INDUCTION HEAT TREATING & BRAZING, INC., 5100 Tillman, Detroit 8. Heat treating, annealing, brazing, cyanide hardening, and welding. Rex O. Bauble, pres.; R. L. Navarre, gen. mgr. **Det. Rep.**—R. L. Navarre, 5100 Tillman ave.

CENTRAL STATES SPECIALTIES, INC., 222 West Huron St., Chicago 10, Ill. Key chain with device to keep from getting parking tickets, also holds up to 12 coins. Tissue dispenser to hold five-cent package of tissue pennants for outdoor or indoor use. Louis Hochstadter, pres., gen. mgr. and adv. mgr.; B. T. Feltman, vice-pres.; John Nowicki, secy.-treas.; E. Sievert, works mgr. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill. J. H. Kennedy, acct. exec.

CENTRAL TOOL CO., 456 Wellington ave., Cranston 10, R. I. Micrometers. Irving M. Leven, pres.; Geo. M. Marshall, gen mgr.; Wm. Bebby, wks. mgr. **Adv. Agcy.**—Hammond-Goff, Providence, R. I.

CENTURY PRODUCTS CO., 14324 Birwood, Detroit 38, Mich. Upholstery cleaners, top-ink for convertible tops, spray ink for stained, watermarked upholstery, flock, hair flock for trunk linings, adhesive for use with flock and hair flock. Geo. H. Wheatley, exec. mgr.; E. P. Wheatley, treas.; B. D. Van Duzen, serv. mgr. **Det. Rep.**—G. H. Wheatley, 14324 Birwood.

CERRE CO., THE, 753 Penobscot bldg., Detroit 26, Mich. Creators of various types of sales promotion and merchandising materials for the automotive industry. Arthur A. Cerre, pres.

CERTIFIED SALES ENGINEERING CO., 99 E. 102nd st., Indianapolis 20, Ind. Used car sales promotional plan. O. L. Hatton jr., pres.

CHAIN BELT CO., 4701 W. Greenfield ave., Milwaukee 1, Wis. Chain, sprockets, flexible couplings, roller bearings, transmission equipment, conveyors, ferrous castings. O. W. Carpenter, pres.; G. K.

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CHAIN BELT CO., Roller Chain Div., 369 Plainfield st., Springfield 2, Mass. Duckworth timing chains. O. W. Carpenter, pres.; E. M. Rhodes, vice-pres. ind. equip. section; J. D. Sloan, div. mgr.; R. V. Poisson, sales mgr.; W. E. Kennedy, sales prom. supvr.; E. A. Paul, chf. prod. engr.; P. H. Bolger, pur. agt. **Adv. Agcy.**—Buchen Co., Chicago, Ill. J. L. Perry, vice-pres., acct. exec.

CHAMPION LABORATORIES, INC., P. O. Box 189, West Salem, Ill. Div. of Pyroil Co., Inc., La Crosse, Wis. Oil filter elements. H. Gaither, pres.; M. O. Weby, chmn. of bd. and treas.; H. W. McCreight, vice-pres. sales; H. T. Hackbarth, vice-pres. mfg. **Det. Rep.**—M. M. Wendell Co., Detroit. **Adv. Agcy.**—Van Hecker Agency, Chicago, Ill.

CHAMPION PNEUMATIC MACHINERY CO., 825 N. Pleasant st., Princeton, Ill. Air compressors, industrial farm and other uses, air and water hose reels and hi-pressure pumps. Robert Suesholtz, pres.; Frank J. Embs, exec. vice-pres.; George K. Hendrick, vice-pres.; Herbert Suesholtz, treas.; A. H. Weindorf, secy.; John B. Pullen, vice-pres., sales mgr.; Roger A. Steele, asst. sales mgr. **Adv. Agcy.**—Johnson and Johnson Advertising, 1236 Sherman ave., Evanston, Ill.

CHAMPION SPARK PLUG CO., Upton ave., Toledo 1, O. Spark plugs, spark plug cleaners. R. A. Stranahan, chmn. of bd.; F. D. Stranahan, co-chmn. of bd.; R. A. Stranahan jr., pres.; Duane Stranahan, vice-pres.; J. F. Lewis jr., vice-pres.; H. B. Speyer, vice-pres. and treas.; O. C. Leighty, vice-pres. of sales; R. K. Christie, vice-pres. res.-engrg.; B. H. Sibley, vice-pres. factories; R. W. Vogel, asst. treas.; T. A. Hill, secy.; E. F. R. Horner, sales prom. mgr.; W. J. De Sana, gen. traf. mgr.; Keith Wilson, pur. dir. **Det. Rep.**—R. V. Bennett. **Adv. Agcy.**—J. Walter Thompson, Detroit.

CHAMP-ITEMS, INC., 6191 Maple ave., St. Louis 14, Mo. Replacement parts for cars and trucks. E. H. Mohme, pres.; E. L. Wylie, secy. and treas.; J. G. Meiners, wks. mgr. and pur. agt.; Glen Meyer, supt. **Adv. Agcy.**—Joe Maxwell, St. Louis, Mo. Joe Maxwell, acct. exec.

CHARDON RUBBER CO., Washington st. and Sixth ave., Chardon, O. Molded and extruded items, lathe and automatic cut washers, calendered products and extruded plastic products; C. L. Shreiner, pres.; H. L. Oplinger, vice-pres. in chge. of mfg.; D. S. Watkins, vice-pres. of sales; B. A. Paepke, contr.; H. L. Reiter, asst. secy.; A. J. Keller, plant mgr.; R. E. Bahr, pur. agt.; J. R. Dukes, traf. mgr.; D. Medina, dir. of res.; J. Dennis, chf. chemist. **Det. Rep.** — J. J. Hahn, 18450 W. McNichols rd.

CHARLES PRODUCTS CO., Guymon-Petro bldg., Hutchinson, Kans. Lubricating equipment, barrel pumps, oil display racks on wheels, barrel stands, hand soap. W. R. Charles, sales mgr.

CHASE BRASS & COPPER CO., 236 Grand st., Waterbury 20, Conn. Automotive fittings (brass compression, flared and inverted flared); automotive tube (copper). G. P. Bakken, pres.; W. L. Smith, vice-pres., opr.; W. H. Preston, exec. vice-pres.; P. S. Barno, vice-pres., chge. of pub. and ind. rel.; G. B. Moseley, vice-pres. sales; R. R. Quay, secy.; R. C. Smith, treas.; W. E. Evans, gen. sales mgr.; P. M. Thomas, mgr. of mill sales; J. L. Cotsworth, mgr. of warehouse sales; E. J. Malvey, adv. mgr.; C. D. Patterson, gen. pur. agt.; F. H. Vickery, traf. mgr. **Det. Rep.**—Branch office and warehouse, 14480 Woodrow Wilson ave., Detroit 38.

CHATHAM MFG. CO., Elkin, N. C. Upholstery fabrics. Hugh G. Chatham, pres.; R. T. Chatham jr., vice-pres.; Ralph Getsinger, sales mgr. (auto fabrics); G. Martin Coffyn, adv. and sales prom. mgr.; S. Stauber Flynt, pur. agt. **Det. Rep.** — Getsinger-Fox Co., Fisher bldg., Detroit, Mich.

CHATILLON & SONS, JOHN, 85 Cliff, New York 38. Precision springs, scales, force measuring instruments. Norton W. Mailman, pres.; George C. Reiley, exec. vice-pres.; T. Madsen, vice-pres. prod.; M. G. Fangemann, gen. mgr. spring div.; E. A. Galiskis, treas.; John F. Chatillon, chief engr.; Vincent McCoy, pur. agt.; Nathan Lavenda, mgr. sales service.

CHEK-CHART CORP., 33 E. Congress pkwy., Chicago 5, Ill. Service station lubrication guides and wall charts; tire, battery and accessory manuals; dealer training books. H. Eldridge, pres.; George Williams, vice-pres. sales; Robert Mahaffay, dir. engrg.; James C. Baker, S-251 General Motors bldg., Detroit Office mgr.

CHELSEA PRODUCTS, INC., Buchanan st., Chelsea, Mich. Power take offs and gear boxes. R. W. Wagner, pres., gen. mgr., sales mgr.; L. L. Melick, vice-pres., secy.; W. J. Hoshal, treas.; S. C. Slane, wks. mgr.; V. E. May, asst. sales; T. F. Lacy, sales prom. mgr.; D. Ewald, chf. engr.; A. D. Schneider, pur. agt.; A. L. Dyer, pub. rel. mgr. **Adv. Agcy.**—The Allman Co., Detroit, Mich.

CHEMOLD CO., 2000 Colorado ave., Santa Monica, Calif. Chem-O-Glas fiberglass panels. K. D. Smith, pres.; L. R. Dailey, vice-pres.; Arlene Lott, secy.-treas.; Ralph A. Nelson, sales exec.

CHEMSTRAND CORP., THE, 350 Fifth ave., New York 1, N. Y. Acrilan acrylic fiber, Chemstrand nylon yarn. Edward J. O'Neal jr., pres.; W. G. Lutige, vice-pres. mktg.; Bernard F. Bertland, dir. adv. and prom.; E. L. Lauber, dir. merch.; M. R. Dalton, dir. sales. **Adv. Agcy.** — Doyle, Dane, Bernbach, New York, N. Y.

CHEM-THERM MFG. CO., INC., 624 E. Evergreen st., Monrovia, Calif. Steam cleaners, steam cleaning compound, wash rack equipment, spray guns, car wash, air hoists. Max C. Thompson, pres. and treas.; G. P. Thompson, vice-pres. and secy.; Paul K. Cartier jr., asst. treas. and secy.; Kathryn L. Conard, sales mgr., home office div. **Det. Rep.**—W. E. Phillips Equipment, 22800 W. 8 Mile rd., Steam clean; Wash Rack Supply, 17605 Filer, wash rack equipment.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors bldg., Detroit 2. Chevrolet passenger cars and trucks. E. N. Cole, gen. mgr.; J. R. Wilson, gen. admin. mgr.; W. E. Fish, gen. sales mgr.; E. H. Kelley, gen. mfg. mgr.; C. J. French, exec. asst. to gen. mgr. in chge. factory-dir. rel.; W. G. Power, adv. mgr.; J. S. Clark, asst. adv. mgr., R. D. Lund, sales prom. mgr.; E. L. Harrig, secv. mgr.; H. F. Barr, chief engr.; E. J. Gormsen, dir. of pur.; John L. Cutter, nat'l dir. of pub. rel.; I. W. Thompson, asst. gen. sales mgr., parts and access.; W. R. Lynch, traf. dir. **Adv. Agcy.** — Campbell-Ewald Co., General Motors bldg., Detroit 2, Mich. Colin Campbell, acct. exec.

CHICAGO CORK WORKS CO., 6001 Gross Point rd., Niles, Ill. Composition and natural cork specialties; carburetor floats; composition cork gaskets, strips and sheets. H. L. Glover, pres.; H. L. Laster, secy., asst. sales mgr.; H. L. Glover, treas. **Det. Rep.**—H. M. Schmidt, Chicago.

CHICAGO PNEUMATIC TOOL CO., 6 E. 44th st., New York 17, N. Y. Pneudraulic pump, air and electric impact wrenches, air-powered hydraulic truck jacks, zip-guns. G. J. Coffey, pres.; T. P. Harris, vice-pres.; J. F. Huvane, vice-pres.; R. T. Beers, sales mgr., pneumatic tools; W. W. Tobin, sales mgr., automotive div.; K. T. Dolson, pur. agt. **Det Rep.**—F. W. Harris, CPT Co., 570 E. Larned st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. Fred Poppe, acct. exec.

CHICAGO RIVET & MACHINE CO., 9600 W. Jackson blvd., Bellwood, Ill. Rivets, rivet setters, brake relining machines. Edw. J. Morrissey, pres.; Edw. P. O'Malley jr., vice-pres.; Herman J. Tonn, vice-pres.; John Kelly, treas. and secy.; A. Joncha, wks. mgr.; J. A. Rehm, C. S. Barans, asst. sales mgrs.; Ray C. Hudson, adv. and pub. rel. mgr.; W. Shineflug, sales mgr.; W. J. Bautz, pur. agt.; J. Campbell, asst.; E. Kapowsky, traf. mgr. **Det. Rep.**—M. F. McManus, 18450 Livernois ave. **Adv. Agcy.**—Ray Hudson & Assoc., Chicago.

CHICAGO SHOW PRINTING CO., 2635 N. Kildare ave., Chicago 39, Ill. Dealer announcement kits, special promotion kits, displays, demo kits, cloth and Kanvet fiber banners and pennants, lithographed displays for indoor and outdoor use. Robert J. Leander, pres.; Marvin T. Green, vice-pres. and dir. of sales; David Lockerby, adv. mgr.; John A. Schwab, pur. dir. **Adv. Agcy.**—George H. Hartman Co., Chicago. Rowland Laughlin, acct. exec.

CHICOPEE MILLS, INC., 47 Worth st., New York 13, N. Y. Lumite woven saran, Lum-Puf and Luxel fibre fabrics; screening, industrial and upholstery fabrics. T. O. Boucher, pres.; J. F. Nicholl, vice-pres., gen. mgr.; W. C. Chester, treas.; D. D. Quillan, vice-pres. chge. mfg.; G. H. Day II, vice-pres. Prod. Dirs.: J. M. Renfroe, J. J. Bates; G. B. Birt, sales mgr.; A. C. Van Roden jr., adv. mgr.; Jack Jolley, traf. mgr. **Det. Rep.**—Harold Brown, c/o Permacel Tape, 615 Livernois, Ferndale 20, Mich. **Adv. Agcy.** — Lennen & Newell, Inc., New York, N. Y.

CHISHOLM INDUSTRIES, INC., 110 Cummington st., Boston, Mass. Fast oil changer. Oliver H. Scharnberg, chmn. of bd; C. F. Chisholm, pres., gen. mgr.; Lawrence Dana, clerk; D. S. Cummings, treas. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

CHISHOLM SYSTEMS, P. O. Box 1352, Palo Alto, Calif. Prospect and owner followup system for auto dealers, used car appraisal forms. Collin Chisholm, owner.

CHOLDUN MFG. CORP., 331 East st., New Haven, Conn. Car washer, car dryer car wash, chemicals, liquid whitewall cleaner, leather cleaner, oil merchandiser, portable oil changer, pressure purger steam cleaner, vacuum cleaner truckwasher, steam cleaner compounds, automotive chemicals. Herbert H. Charles, pres.; Henry Dunn, vice-pres., pur. agt.; David Oles, secy., works mgr.; J. Edward Watson, sales mgr. **Det. Rep.**—Charles W. Elwell, 3009 Pairie ave., Royal Oak, Mich. **Adv. Agcy.**—Elm City Advertising Agency, New Haven, Conn.

CHRISTIE ELECTRIC CORP., 3410 W. 67th st., Los Angeles 43, Calif. Battery charging and testing equipment. S. L. Christie, pres. and chief engr.; D. G. Dinsmore, secy.-treas.; Don Jaenecke, works mgr.; E. E. Hughes, sales mgr. and adv. mgr.; Ed Wesson, serv. mgr.; H. B. Doty, pur. agt.

CHRYSLER AUSTRALIA, LTD., Adelaide, South Australia. Assembly plant for Chrysler, DeSoto, Dodge and Plymouth passenger cars and Dodge, DeSoto and Fargo trucks. A. J. Chitiea, comptr. and treas.; W. D. Ferguson, mgr. dir.; D. H. Brown, oper. man. dir.

CHRYSLER CORPORATION, 341 Massachusetts ave., Detroit 31, Mich. Plymouth, Dodge, DeSoto, Chrysler and Imperial passenger cars, Dodge job-rated trucks, Chrysler marine and industrial engines, Amplex-Oilite powdered metal products, MoPar parts and accessories, Airtemp heating, cooling and refrigeration equipment, Cycleweld products and a wide variety of military equipment including tanks, trucks, and the engineering and production of complete Redstone and Jupiter ballistic missile systems. L. L. Colbert, pres.; C. L. Jacobson, vice-pres. dir. rels.; J. C. Zeder, vice-pres.; E. C. Row, first vice-pres.; W. C. Newberg, exec. vice-pres.; P. C. Ackerman, vice-pres. engrg.; V. M. Exner, vice-pres. dir. styling; R. S. Bright, group vice-pres. automotive mfg.; J. E. Brennan, vice-pres. and group exec.; L. I. Woolson, vice-pres. and dir. corp. mftg. staff and serv.; R. P. Laughna, vice-pres. corp. planning staff; J. D. Leary, vice-pres. pers.; F. W. Misch, vice-pres. fin.; E. H. Graham, comptr.; G. T. Higgins, sec.; W. J. Simons, treas.; T. F. Morrow, group vice-pres. def. and special prod.; B. J. Nichols, group vice-pres. automotive sales; C. E. Briggs, vice-pres. and gen. mgr. of Chrysler-Imperial div.; E. C. Quinn, vice-pres. and gen. sales mgr.; H. E. Chesebrough, vice-pres. and gen. mgr. Plymouth div.; M. C. Patterson, vice-pres. and gen. mgr. Dodge Div.; J. B. Wagstaff, vice-pres. and gen. mgr. DeSoto div.; D. R. Crandall, dir. Simca sales; L. A. Townsend, group vice-pres. international ops.; Nicholas Kelley jr., vice-pres. and gen. mgr. overseas div.; J. A. Bauble, dir. of pub. rels.; E. Lloyd, dir. of pur.; J. W. Craft, dir. of org.; F. M. Glassford, group

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Who's Who in the Auto Industry

(Continued)

exec. car and truck assembly group; L. B. Bornhauser, group exec. power train group; A. W. Hartig, gen. mgr., Axle and Transmission div.; A. L. Gostow, gen. mgr. forge and foundry div.; S. E. Bychinsky, gen. mgr., electrical equipment div.; R. A. McCarroll, gen. mgr., engine div.; F. Osann, gen. mgr., parts & equipment mfg. div.; J. F. Kerigan, gen. mgr., Stamping div.; I. J. Minett, group exec. defense; W. S. Blakesiee, gen. mgr. Defense Operations div.; C. A. Brady, gen. mgr. Missile div.; J. P. Butterfield, dir. advanced projects org.; G. W. Trichel, military advisor to group vice-pres.-defense and special prod.; C. B. Gorey jr., group exec., special products; A. S. Hudson, pres. Marine and Industrial Engine div.; J. Paul Smith, res. atty.; W. C. Flaherty, dir. corp. bus. resch. and mkt. planning staff; C. L. Horner, dir. admn. serv.; J. Von Rosen, dir. mfg. engrg.; R. E. Forbes, dir. corp. adv. and sls. prom.; W. C. Childs, dir. of corp. prod. programming and traffic staff; Robert Anderson, dir. of corp. prod. planning and cost estimating staff; C. G. Bauer, dir. qual. control; D. H. Keller, dir. plant protection; W. M. O'Brien, dir. ind. rels.; W. G. Hotchkiss, dir. gen. per. serv.; R. F. Bowers, dir. mgmt. per.; Dr. M. W. Jocz, med dir.; E. H. Rydholm, coordinator of civic affairs; R. C. Somerville, assist. to vice-pres. dir. rel.; E. C. Nevergold, asst. to vice-pres. dir. rel.; P. B. Hopkins, dir. serv. dev.; Craig Keith, asst. treas.; T. S. Lawton, asst. comptr.; F. V. Olds, asst. comptr.; R. J. Helder, asst. comptr.; K. M. Eyestone, asst. secy.; H. F. Diegel, chief of fin. staff. **Bd. of Dir.:** P. C. Ackerman, James C. Brady, R. S. Bright, L. L. Colbert, Joseph M. Dodge, Byron C. Foy, C. L. Jacobson, W. Alton Jones, John D. Leary, George H. Love, L. F. McCollum, R. E. McNeill jr., F. W. Misch, W. C. Newberg, E. C. Quinn, E. C. Row, Lynn A. Townsend, Juan T. Trippe, Louis B. Warren, L. I. Woolson, and J. C. Zeder. **Fin. Com.:** James C. Brady, L. L. Colbert, Joseph M. Dodge, W. Alton Jones, R. E. McNeill jr., F. W. Misch, W. C. Newberg, E. C. Row, Juan T. Trippe. **Opr. Com.:** P. C. Ackerman, J. A. Baubie, L. B. Bornhauser, J. E. Brennan, C. E. Briggs, R. S. Bright, H. E. Chesebrough, L. L. Colbert, W. C. Flaherty, F. M. Glassford, E. H. Graham, G. T. Higgins, C. L. Jacobson, N. Kelley jr., R. P. Laughna, J. D. Leary, E. Lloyd, F. W. Misch, T. F. Morrow, W. C. Newberg, B. J. Nichols, W. C. Patterson, E. C. Quinn, T. J. Ross, E. C. Rowe, W. J. Simons, J. P. Smith, L. A. Townsend, J. B. Wagstaff, L. B. Warren, and L. I. Woolson.

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CHRYSLER CORPORATION: MOPAR DIV., CHRYSLER MOTORS CORP. 7000 East 11 Mile rd., Center Line, Mich. "MoPar" parts and accessories for Plymouth, Dodge, DeSoto, Chrysler and Imperial cars, Dodge Trucks, Chrysler Marine and Industrial Engines. T. E. Waterfall, pres.; S. J. Wall, wholesale sales mgr.; L. W. Piot, dealer sales mgr.; S. J. Henning, mdsng. mgr.; J. T. Davis, adv. supvr.; E. O. Kade, mdsng. supvr. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Detroit, Mich. J. T. Humphreys, G. W. Malcomson, acct. execs.

CHRYSLER MOTORS LTD., and DODGE BROS., BRITAIN, LTD., Mortlake rd., Kew Gardens, Surrey, England. Plymouth, Chrysler, Dodge and DeSoto cars and Dodge, DeSoto and Fargo trucks. W. Wallace, managing dir.; H. E. Trevan-Hawke, secy.; W. S. Clough, deputy managing dir.

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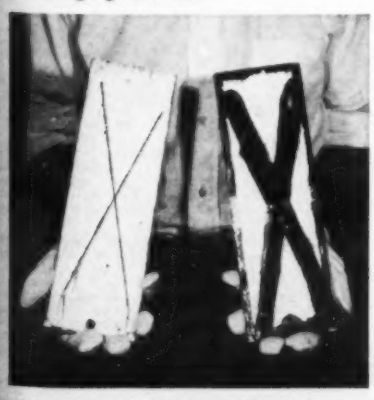

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COGSDILL TWIST DRILL CO., 12950 W. Eight Mile rd., Oak Park 37 (Detroit), Mich. Aircraft depth controlled drives and countersinks. Stuart a Cogsdill, chmn. of bd.; Floyd F. Cogsdill, pres.; Gertrude Bennett, secy.-treas.

COLE HERSEE CO., 20 Old Colony ave., Boston 27, Mass. Switches (all types), trailer connectors, plugs, sockets, electrical accessories, Leo Mayer, pres., gen. mgr.; R. L. Mayer, vice-pres., sales mgr.; F. W. Simon, contr.; T. Wye, works mgr.; T. Unsworth, chf. engr. **Det. Rep.**—Lloyd Nyman, 17136 E. Warren ave., Detroit 24, Mich. (P. O. Box 67, Kensington Station). **Cleve. Rep.**—R. R. Greenleaf, 8905 Lake ave., Cleveland 2, O. **Chi. Rep.**—W. F. E. Bonke Sales Co., 6966 W. North ave., Chicago 35, Ill. **Adv. Agcy.** — Myrbeck & Jacobs, 1458 Hancock st., Quincy, Mass.

COLLINITE CHEMICAL CO., 1205 Mohawk st., Utica 3, N. Y. Automotive cleaners, waxes and washing compounds. Special aluminum cleaners and waxes for automotive and airplane finishes. Charles H. Collins, Charles H. Collins jr., partners. **Adv. Agcy.**—J. Farquhar Co., Utica N. Y. Jay Anderson, acct. exec.

COLLINS & AIKMAN CORP., 210 Madison ave., New York 16, N. Y. Upholstery fabric of all types. Ellis Leach, pres.; Mark Z. McGill, secy.; Charles A. Wilson, treas.; D. F. McCullough, exec. vice-pres., sales; R. M. Stroker, sales mgr., automotive; C. L. Conley, dir. of adv.; Ralph M. Cornman, pur. agt. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. Dave Hotz, acct. exec.

COLLINS SALES ENGINEERING CO., 8014 Grand River ave., Detroit 4, Mich. New and used-car Vis-U-Lizer, new and used-car key Lo-Cater. Jimmy R. Collins, pres.; Jimmy S. Robinson, vice-pres., sales mgr.; Evelyn Browne, secy., adv. mgr.

COLONIAL BROACH & MACHINE CO., Box 37, Harper sta., Detroit 13, Mich. Broaching machines, tools and accesories. Arvid Lundell, pres.; Ralph Lagerfeldt, exec. vice-pres.; Harry Gotberg, vice-pres.; F. E. Pethick, treas.; Charles Crawford, works mgr.; George Cameron, chief engr. **Adv. Agcy.**—Denham & Co., Detroit, Mich.

COLORGLO PRODUCTS, INC., P. O. Box 228, Whittier, Calif. Automobile polishes, waxes, cleaners, etc. George S. Hanson, pres.; M. Wm. Irwin, vice-pres.

COLTON CO., ARTHUR, Div. of Snyder Corp., 3400 E. Lafayette, Detroit 7, Mich. Hydraulic presses, mechanical presses, packaging machine. Howard N. Maynard, pres.; Kenneth B. Holliday, exec. vice-pres.; Harvey Purdy, dir. of pur.; Samuel D. Harrison, treas.; Wallace Doepel, sales mgr.; Leo Gajda, vice-pres., chf. engr. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit. John Dow, acct. exec.

COLUMBIA MOTOR CORP., 419 East 110th st., New York 29, N. Y. Engine, electrical, wheel parts, etc., for foreign cars. P. J. Morris, pres.; B. Weiss, comptr.; J. Labita, sales mgr.; J. Alsapiedi, pur. agent; A. Canales, parts mgr. **Adv. Agcy.**—Mann-Ellis Co., New York.

COLUMBUS COATED FABRICS CORP., Seventh and Grant aves., Columbus 16, O. Vinyl and pyroxylin coated fabrics, flexible and semi-rigid Vinyl sheeting. H. A. Flaharty, pres.; C. G. Jelliffe, vice-pres., ind. div.; R. D. Altmaier, treas.; J. M. Altmaier, works mgr.; S. M. Wheeler, sales mgr.; Chas. M. LaRue jr., dir. of adv. and sales prom.; Russell Tilton, chief engr.; S. N. McCloud, pur. agt.; M. A. Keith, traf. mgr. **Det. Rep.**—James C. B. Handley, Paul Murphy, 10018 Fisher bldg. **Adv. Agcy.**—Mumm, Mullay & Nichols, Inc., Columbus 15, O. John P. Kelley, acct. exec.

COLUMBUS JACK CORP., 1000 S. Front st., Columbus 6, O. Contract manufacturing. Mechanical jacks, hydraulic jacks. Ralph G. Shroyer, pres. and treas.; Myer W. Mellman, vice-pres. and secy.; Ralph Shroyer, chief engr.

COLUMBUS McKINNON CHAIN CORP., Tonawanda, N. Y. Tire chains, towing chains. Franz T. Stone, pres.; D. S. Brisbin, vice-pres.; J. H. Goodwin jr., secy.-treas.; D. B. Myers, wks. mgr.; R. E. Gerspacher, product and adv. mgr.; H. R. Parker, chief engr.; Walter Wolf, pur. agt.; Arch Miller, traf. mgr.; Sherm Richards, pub. rel. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

COLUMBUS METAL PRODUCTS, INC., 1341 Norton ave., Columbus, O. Automotive, bus, truck, lighting equipment. G. E. Smith, pres.; H. B. Donley, vice-pres., gen. mgr.; R. P. Donley, treas., chief engr., sales and adv. mgr.; Stanley Jones, pur. agt.; Stanley Heer, traf. mgr. **Det. Rep.** — Loren Riley, 15529 Woodrow Wilson. **Adv. Agcy.** — Harry Miller Co., Columbus, O. Jack Miller, acct. exec.

COMFORT SPECIALTY CO., 200 S. 7th st., St. Louis 2, Mo. Printed supplies, advertising material, repair order forms for automobile dealers. H. B. Comfort, pres. and treas.; J. A. Collum, exec. vice-pres.; J. L. Sloss jr., secy.; S. B. Comfort, adv. and sales mgr.; O. Schatz, traf. mgr. and pur. agt. **Adv. Agcy.**—Searcee Adv. Corp., St. Louis, Mo.

COMMERCIAL CREDIT CO., 300 St. Paul

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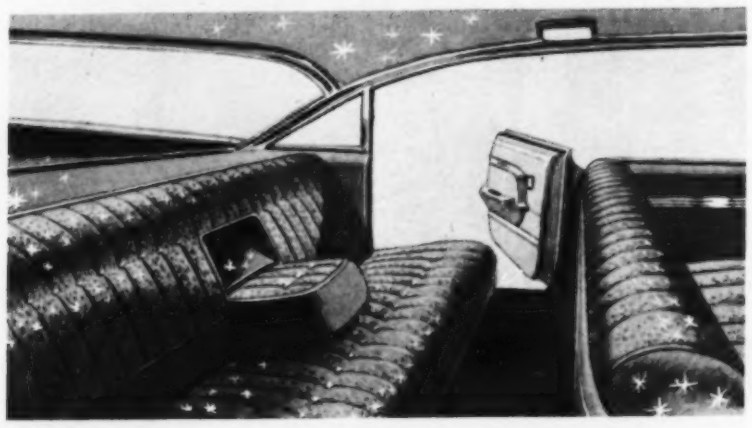

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CHRYSLER CORPORATION

Who's Who in the Auto Industry

(Continued)

place, Baltimore 2, Md. Sales finance, insurance and manufacturing. E. L. Grimes, chmn.; Alexander E. Duncan, founder chmn.; Charles C. Greene, pres.; Charles J. Zimmerer, Charles T. Crossfield, John S. Grimes, Paul M. Millians, LeBaron S. Willard jr., vice-presidents; Berthold Muecke jr., vice-pres., gen. counsel; W. R. Mules, secy.; William L. Gardiner, treas.; J. F. Flynn, contr.

COMMERCIAL CREDIT CORP., Maryland, sub. of Commercial Credit Co., 300 St. Paul Place, Baltimore 2, Md. Sales finance. Thomas A. Duncan, pres.; Samuel M. Chesney, James W. Newman, James P. Taylor, exec. vice-presidents; Elmer L. Chesney, Thomas W. Church, Murray M. Hotchkiss, Donald S. Jones, Michael V. Kane, Everett W. Sara, John M. Sheehan, Herman Staton sr., vice-presidents; Michael Sheehan sr., vice-pres. chge. of adv.

COMMERCIAL FILTERS CORP., 2 Main st., Melrose, Mass. Filters for industrial fluids, hydrocarbon fuels, lubricants and compressed air. Robert L. Fielding, pres.; Henry B. Ahlberg, wks. mgr.; J. R. Chisholm, sales mgr.; Alan Riley, pur. agt.

COMMERCIAL SOLVENTS CORP., 260 Madison ave., New York 16, N. Y. Antifreezes, automotive chemicals. Paul R. Smith, gen. mgr.; A. B. Swearingen, national accts. sales mgr.; R. M. Eastman, field sales mgr.; E. E. La Rue, chem. spec., sales mgr.; I. W. Campbell, adv. mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., N. Y. 17, N.Y. C. L. Sanborn, acct. exec.

COMMERCIAL TRADES INSTITUTE, 1400 Greenleaf ave., Chicago 26, Ill. Home study courses in automotive and diesel mechanics and body and fender rebuilding. R. C. Anderson, pres.; L. R. Liljequist, vice-pres.; S. Lindberg, secy.; A. J. Bertrand, sales mgr. **Adv. Agcy.**—Glenwood Advertising, Inc., Chicago 26, Ill. Stephen Tedor, acct. exec.

COMPCO CORP., 1800 N. Spaulding ave., Chicago 47. Service station lighting equipment, exterior and interior. Horizontal "T" lights, area lights, cantilever lights. S. J. Zagel, pres.; L. G. Zagel, vice-pres.

CONNEAUT RUBBER & PLASTICS CO., Commerce st., Conneaut, O. Extruded and molded plastics, fabrication from sheet and film. J. M. W. Chamberlain, pres.; Robert C. Hunter, vice-pres., gen. mgr.; John B. Phipps, works mgr.; John H. Davison, sales mgr. **Adv. Agcy.**—Ralph Gross Advertising, Akron, O.

CONSOLIDATED WARRANTY SYSTEM, 120 Morris ave., Springfield, N. J. Automobile warranty and inspection service. James E. Smith, pres.; Irwin B. Green, David L. Pavsner, Fred W. Flaherty, J. Newton Thompson, Roger Marshall, Allen D. Vogel, vice-presidents; Norman Laidhold, secy.; Gladys A. Weiss, asst. secy.; Theodore Cohn, treas. **Adv. Agcy.**—Reach, McClinton & Co., Newark, N. J.

CONSOLITE CORP., 1320 E. State st., Fremont, O. Advertising signs of metal, aluminum, plastic, cardboard, etc., door bars, kickplates, license plate emblems, bumper strips, trailer plates, thermometers. Transfers: truck lettering, window valance, product identification. Highway advertising signs. Jack D. Zink, pres.; E. F. Sevitts, vice-pres.; W. A. Zink, secy.; N. S. House, treas.; G. C. Berger, wks. mgr.; R. D. Hetrick, sales mgr.

CONTINENTAL CAR COMBINE, 1728 Broadway, New York 19, N. Y. Goggomobil, Sicoda, Vignale, sVs, Allard imported cars. John C. Taylor, pres.; William B. Schultz, secy.; William Vaughan, gen. mgr.; Eddie Schwartz, sales mgr.; Joseph B. Ferguson, jr., adv. mgr.; Anthony Carlucci, serv. mgr.; M. A. Vorin, chf. engr.; Murray Gordon, parts and acc. mgr. **Adv. Agcy.**—Rothschild Associates, Inc., 210 W. 55th st., New York, N. Y. Emily Graham, acct. exec.

CONTINENTAL-DIAMOND FIBRE CORP., a subsidiary of **The Budd Co.,** Newark, Del. Timing gears. H. K. Collins, vice-pres., gen. mgr.; F. M. Grauer, vice-pres.; A. J. Briggs, gen. sales mgr. **Det. Rep.**—J. R. Brosnan, 443 New Center bldg., Detroit 2. **Adv. Agcy.** — Erwin Wasey, Ruthrauff & Ryan, Inc., Philadelphia, Pa. J. R. Pilling, acct. exec.

CONTINENTAL MOTORS CORP., 205 Market st., Muskegon, Mich. Engines (transportation, industrial, marine, airplane.) C. J. Reese, pres. and gen. mgr.; Earl C. Ginn, T. A. Engstrom, exec. vice-president; Arthur W. Wild, D. H. Hollowell, C. Wheeler Johnson, C. M. Bellinger, F. Frank Schwilk, Wm. G. Raven, Palmer C. Dolph, Guy J. Harinton, F. H. Mull, Albert B. Willi, vice-president; Frederick H. Faust, secy.; Henry W. Vandeven, treas. and dir.; H. M. Parker, asst. treas.; C. M. Bellinger (automotive and industrial engines), D. H. Hollowell (airplane engines), sales mgrs.; C. W. Johnson, adv. mgr.; G. Waine Thomas, chief engr.; Morris Ramsey, pur. agt. **Adv. Agcy.**—The Hopkins Agency, 1504 Guardian bldg., Detroit, Mich.

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CONTINENTAL RUBBER WORKS, 1950 Liberty st., Erie 6, Pa. Molded rubber, extruded rubber, rubber hose, radiator hose, shaped hose, sheet rubber, rubber tarp fasteners. P. H. Henkel, pres. and gen. mgr.; C. J. Palmer, vice-pres., secy.; M. M. Schade, treas.; C. C. Shenk, sales mgr.; Earl Johnson, asst. gen. mgr.; J. H. Bohrer, asst. sales mgr.; Alexis C. Erca, chief engr.; Henry Kohler, works asst. mgr.; R. A. Bailey, pur. agt.; Paul Berst, traf. mgr. **Det. Rep.**—Clacy McNary, Edward McNary, Richard McNary, 13801 Schoolcraft ave. **Adv. Agcy.**—Eugene C. Laird, Advertising, Erie, Pa.

CONVERTO MFG. CO., INC., Cambridge City, Ind. Hydraulic equipment, hoists, steel and aluminum dump bodies for trucks and semitrailers. C. R. Golay, pres. and gen. mgr.; Don E. Golay, treas.; E. D. Jones, secy.; Joe Lunsford, plant mgr.; D. J. Redmond, dir. of sales; Don Dillon, pur. agt.; Don Chaney, chief engr.; Harry Kuster, gov't sales; Charles Short, contr.; Albert Hardman, adv. mgr.

COOPER, INC., RAY, 2017-2019 Central, El Monte, Calif. Automotive accessories. Raymond A. Cooper, pres., treas. and sales mgr.; John Clark, vice-pres., secy. and asst. sales mgr.; Kenneth Fiebelkorn, works mgr. and chief engr.

COOPER TIRE & RUBBER CO., Lima & Western aves., Findlay, O. Passenger car and truck tires and tubes, camelback, repair materials, all types molded, extruded, rubber to metal and calendered rubber parts. W. B. Brewer, pres.; Wayne B. Brewer, exec. vice-pres.; C. P. Weaver, vice-pres., sales; W. R. Brewer, vice-pres. and wks. mgr.; E. E. Brewer, vice-pres. industrial rubber div.; B. Esterly, vice-pres., contr.; K. L. Frost, treas.; R. H. Davis, mgr. industrial rubber div.; M. Fahl, pur. agt.; C. Swift, traf. mgr.; H. E. Mitchell jr., adv. mgr.; Dr. Tennyson Guyer, dir. pub. rel.; R. E. Doyen, oper. sales mgr.; W. D. Cline, field sales mgr.; T. M. Lacey, sales dev. mgr.

COP-SIL-LOY, INC. and DEE DEE CO., 10136 E. Rush st., El Monte, Calif. Brake and clutch material for: passenger cars, buses, industrial, construction equipment, heavy duty trucking, draw works. Donald M. Nelson, pres., treas.; Dan Levi, vice-pres., secy. and gen. mgr.; Raymond E. Hammeras, wks. mgr., chief engr.

CORBIN HOSE CLAMP DIV., The American Hardware Corp., 102 Washington st., New Britain, Conn. Self-tightening hose clamps. E. J. Parker, corp. pres.; D. Muirhead, corp. treas.; A. S. Boone, gen. mgr.; Georg Rainauit, works mgr.; Robert E. Keane, adv. mgr.; Eugene Emigh jr., pur agt.; A. H. Petts, traf. mgr. **Adv. Agcy.**—Noyes Co., Inc., Providence, R. I.

CORBITT CO., INC., THE, Parham st., Henderson, N. C. Heavy duty trucks, truck parts and equipment for trucks, truck-tractors and trailers, military vehicles and farm tractors. W. T. White, pres.; Jeannette S. Bachman, vice-pres.; A. W. Bachman sr., secy.; Irma R. White, treas.; G. C. Morgan jr., serv. mgr.

CORDOMATIC DIV. of Vacuum Cleaner Corp. of America, 1724 W. Indiana ave., Philadelphia 32, Pa. Drop light reels, balance reels, multiple taps, job lights, static reels. Harvey Reese, gen. sales mgr. **Det. Rep.**—M. M. Wendell Co., 8-255 General Motors bldg. **Adv. Agcy.**—Arndt, Preston, Chapin, Keen & Lamb, 152 Race st., Philadelphia, Pa.

CORDUROY RUBBER CO., 460 Fuller, N. E., Grand Rapids 1, Mich. Tires, tubes, mechanical rubber goods, molded & extruded. R. C. Murphy, pres., gen. mgr.; C. E. Mills, vice-pres.; M. S. Bonney, secy.-treas., pur. agt.; A. R. Rausell, works mgr.; F. H. Bauer, sales and adv. mgr.; Gerritt Doll, chf. engr.; E. J. Rusche, traf. mgr. **Det. Rep.**—V. B. Meyers, 650 N. Woodward, Birmingham, Mich. **Adv. Agcy.** — Creative Advertising, Grand Rapids, Mich.

CORMIER & SHAVER MFG. CORP., 1838 E. 40th st., Cleveland 3, O. Hot water and truck heater shutoff valves, heater hose pipe elbows and straight pipe nipples, automatic screw machine products. C. L. Shaver, pres.; J. T. Giesey, vice-pres.; A. E. Giesey, secy.-treas. **Det. Rep.**—J. T. Giesey, 1838 E. 40th st., Cleveland 3, O.

CORNING GLASS WORKS, Corning, N. Y. Lens and reflectors for sealed beam headlights, laboratory glassware, glass components. W. C. Decker, pres.; F. H. Knight, secy.; T. Waaland, treas; T. S. Kirkland, dir. of mktg.; P. M. Reynolds, adv. mgr., sales prom. mgr.; T. S. Wood, dir. pur.; J. D. Mitchell, traf. mgr.; B. S. Peirson, dir. of pub. rel. **Adv. Agcy.**—The Rumrill Company, Inc., Rochester, N. Y. C. N. Gleason, acct. exec.

CORRUGATED PAPER PRODUCTS, INC., 2233 Utica ave., Brooklyn 34, Corrugated mailing boxes, packaging boxes and parts boxes, reliable mailers. Jesse Kapor, pres., gen. mgr.; Lawrence S. Wagner, treas., sales mgr.

COSMOPOLITAN DIE CAST PRODUCTS, 46 Etruria st., Seattle 9, Wash. License frames, Scotchlite emblems, die cast monograms and emblems. H. W. I. Johnson, owner and mgr.; Vern Crowley, Washington and Oregon rep.; Lyman W. Johnson, Ind. rep.; D. A. Dawe, Canada rep.; Warner Johnson, plant supt.

COURTAULDS (ALABAMA) INC., 600 Fifth ave., New York 20, N. Y. "Fibro" white rayon staple; "Coloray"—solution dyed rayon staple. Charles L. Paine, pres.; Angus A. Macdonald, vice-pres.; Edwin H. Todd, secy.; Stanley F. Wagdin, treas.; Royston Dunford, dir. of dev. and pub. rel. **Adv. Agcy.**—Mogul, Lewin, Williams & Saylor, Inc., 625 Madison ave., New York 22, N. Y. Walter Pollock, acct. exec.

COX INSTRUMENTS DIV., of George L. Nankervis Co., 15300 Fullerton, Detroit 27, Mich. Testing equipment for automotive and aircraft industries, including flowmeters, flowmeter calibrating stands, fuel nozzle test stands, carburetor flow test stands. S. W. Sorenson jr., pres.; Roger A. Merrit, gen. mgr.; Robert L. Yung, sales mgr.; A. W. Brueckner, chf. engr.; Kenneth J. Battjes, adv. mgr.

CRAWFORD MFG. CO., INC., 3rd and Decatur sts., Richmond 12, Va. Factories: Richmond, Va., Kansas City, Kans., Collingwood, Ontario, Canada. Automobile seat covers, wedge cushions, air cooled cushions. B. O. Cone, pres. and gen. mgr.; J. W. Whaley, vice-pres., sales and adv. mgr.; R. W. Roberts jr., secy.; A. E. Bartholomew, treas.; F. J. Baskerville, works mgr.; W. W. Shaffer, asst. sales and adv. mgr.; L. J. Roberts, pur. agt. **Det. Rep.**—C. E. Greene, 5-221 General Motors bldg., Detroit 2, Mich.

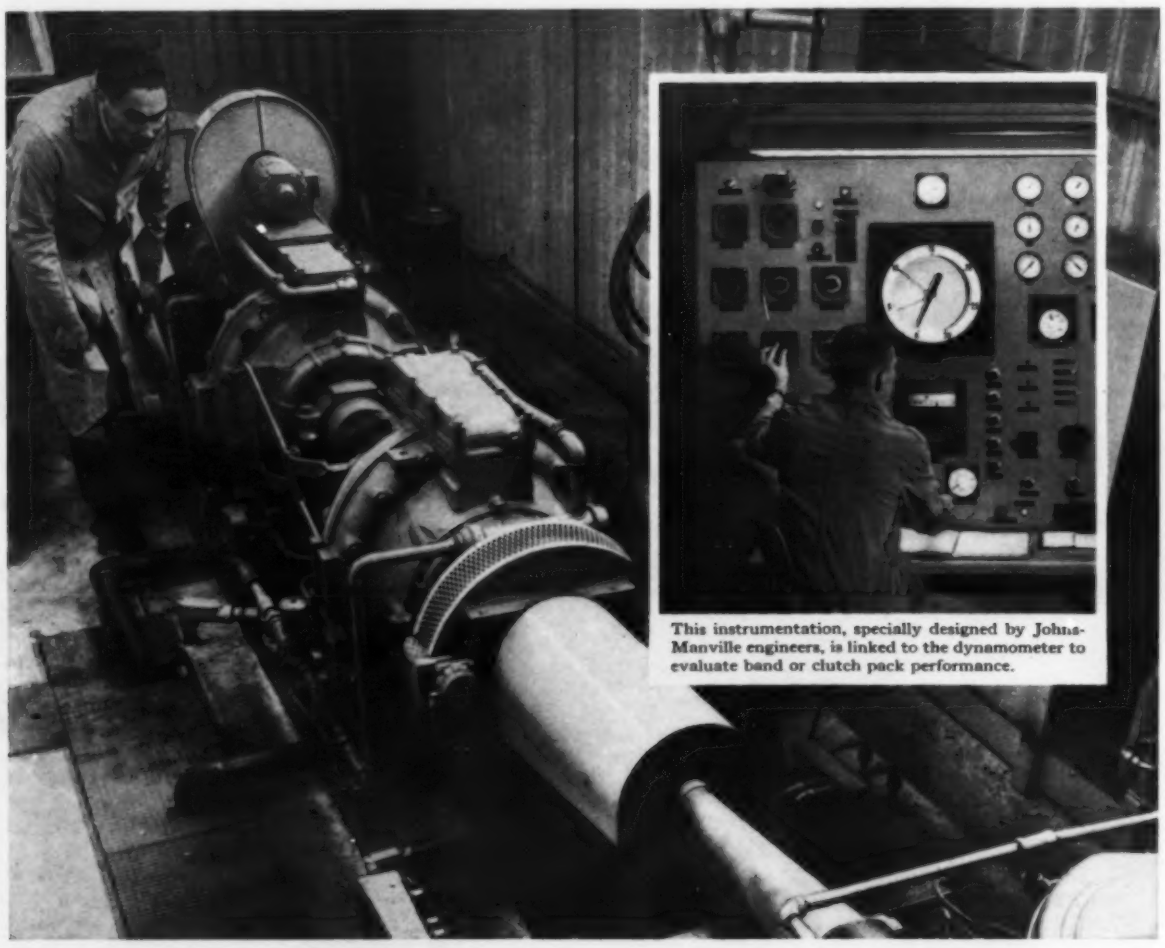
CREATIVE INDUSTRIES OF DETROIT, 3080 E. Outer dr., Detroit 34, Mich. Engineering. Rex A. Terry, gen. mgr.; R. S. Leasin, sales mgr.; Calvin R. Brown and J. W. Hurley, sales engrs.; Charles B. Green, chief engr.

CREE COACHES, INC., Main st., Marcellus, Mich. Truck coach for living to be mounted on pick-up trucks. H. L. Cree, pres.; Mrs. Lillian Cree, vice-pres.; Dorothy Bent, secy.-treas.

CRESCENT CO., INC., 20 Central ave., Pawtucket, R. I. Automotive wiring, spark plug cable sets, battery cables, primary wire, spooled cable, portable cord, welding cable, power cable. John Sapinsley, pres.; Kenneth R. MacLean, gen. sales mgr.; Francis Sisson, pur. agt.; Maurice Namerow, traf. mgr.; Louis F. Palana, supt. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia 2, Pa.

CREST MFG. CO., Executive Offices, 5724 Cass ave., Detroit 2. Factories Detroit, Edgefield, S. C. Seat covers and auto-

(Continued)



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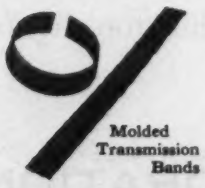
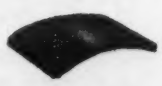


Molded Transmission Bands

Friction Discs

Molded and Woven Clutch Facings



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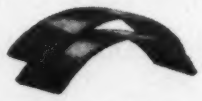

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CRISTY CHEMICAL CORP., 37 Harvard st., Worcester 8, Mass. Automotive and industrial chemicals. Quintin J. Cristy, pres., treas.

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CROWN LUGGAGE CO., INC., 409-21 W. Redwood st., Baltimore 1, Md. Hand luggage. J. Neumann, pres., gen. mgr.; L. A. E. Wetzler, vice-pres.; L. W. Katz, vice-pres., sales mgr., adv. mgr.; B. Krifchin, works mgr.; F. Hudson, traf. mgr. **Det. Rep.**—J. H. Rogers, Lansing, Mich. **Adv. Agcy.** — Mervin & Jesse Levine, 461 8th ave., New York, N. Y. H. Levine, acct. exec.

CROWN STEEL PRODUCTS CO., 1330 N. Main, Orrville, O. Utility bodies, aerial ladders, sheet metal stamping and assemblies. Julius Fejes, pres., gen. mgr.; Robert C. Seiwert, vice-pres.; sales mgr.; Harold C. Kropf, secy.; John C. Halloran, treas.; E. H. Rudd, chf. engr.; Darrell Sommers, pur. agt. R. E. Horn, prod. control mgr. **Det. Rep.**—L. E. Weller, 8100 E. Jefferson ave.

CRUMP CO., INC., B. T., 1310-34 East Franklin st., Richmond 13, Va. Automotive supplies and equipment, seat covers. R. H. C. Seaton, pres.; W. B. Wiltshire jr., secy.-treas.; P. T. Bergheimer, sales mgr. and pur. agt., automotive div.

CRYSTAL MOTOR OIL CO., 5334 W. 65th st., Chicago 38, Ill. Motor oils and motor oil additives. A. E. Carlin, pres.; J. F. Busch, vice-pres.; M. Engesser, secy.; R. Mueller, works mgr.; E. S. Jensen, sales mgr. **Adv. Agcy.** — H. C. Boggs Co., River Forest, Ill.

CRYSTAL RESEARCH LABORATORIES, INC., 29 Allyn, Hartford 4, Conn. Water demineralizing device for use with storage batteries, replacement filters. S. I. Ward, pres.; Roger W. MacCormack, vice-pres.; Frances Andrews, secy.-treas.

CULVER-STEARNS MFG. CO., 181 Greenwood st., Worcester 7, Mass. Electrical equipment—switches, sockets and plugs. J. C. Stearns, pres.; P. V. Champlin, supt.; W. J. Hopp, vice-pres., sales; Richard T. Strozina, gen. mgr. **Det. Rep.**—W. J. Hopp, 324 Stephenson bldg.

CUMMINS ENGINE CO., INC., 5th and Union, Columbus, Ind. Diesel engines. R. E. Huthsteiner, pres.; C. R. Boll, vice-pres. of sales; E. D. Tull, exec. vice-pres., W. M. Harrison, vice-pres., secy., treas.; D. J. Cummins, vice-pres. of engr.; R. B. Stoner, vice-pres. operations; R. W. Franck, mgr. sales dev.; C. E. Martin, dir. ser.; J. C. Miller, exec. engr.; R. W. McNealy, gen. pur. agt.; R. D. Hicks, mgr. of parts sales; R. J. Noblitt, traffic mgr. **Det. Rep.**—Cummins Diesel Michigan, Inc., 3760 Wyoming, Dearborn, Mich. **Adv. Agcy.**—Needham, Louis and Brorby, Inc., Chicago 1, Ill. William Moore, acct. exec.

CUNO ENGINEERING CORP., 80 S. Vine st., Meriden, Conn. Cigaret lighters, filters. Murray McConnel, pres.; Roy Scott, exec. vice-pres.; Carlton H. Winslow, vice-pres. mktg.; J. R. Ledwith, mgr. automotive sales. **Det. Rep.** — J. D. Chamberlin, 5-119 General Motors bldg.

CURTIS MANUFACTURING CO., Pneumatic Division, 1905 Kilenlen ave., St. Louis 20, Mo. Air compressors, auto lifts, power car washers. H. C. Schott, pres., chmn. of board; E. J. Steger, vice-pres., gen. mgr.; J. D. Lodwick, vice-pres., chge. of sales; M. E. Dank, secy.-treas.; Herb Armstrong, works mgr.; Malcolm Bennett, asst. sales mgr.; Andrew M. Bono, adv. mgr.; W. C. D. Sarles, chf. engr.; Tim Levene, pur. agt.; Lee Meyer, traf. mgr. **Adv. Agcy.**—Lynch-Hart, St. Louis, Mo. Richard Lynch, acct. exec.

CUSHMAN CHUCK CO., 806 Windsor st., Hartford 2, Conn. Lathe chucks, collet chucks. Harry E. Sloan jr., pres.; E. L. Field, treas.; W. C. Gaw, vice-pres. sales; Alban J. Collette, supt.; E. T. Lally, traf. mgr.; Ray Donahue, pur. agt.; John Cunningham, pub. rel. mgr. **Det. Rep.**—John C. Lynch. **Adv. Agcy.**—E. W. Robotham & Co., 24 Lewis st., Hartford, Conn. William Robotham, acct. exec.

CUSTOMER-BUILDERS SYSTEMS, 1820 Ridge ave., Evanston, Ill. Merchandising programs for increasing new and used-car sales, and service sales. Jack E. Hooper, pres.; Stuart R. Hartman, vice-pres. **Adv. Agcy.**—Creative Adv., 1820 Ridge ave., Evans, Ill. Jack E. Hooper, Stuart R. Hartman, acct. execs.

CUSTOMER CONTROL, INC., Long Island City 1, N. Y. Owner follow-up plan, direct mail advertising programs, personal letter campaigns, market analysis and research. Victor Contessa, pres.; Joseph A. Ruffalo, vice-pres.; P. A. Fountain, sales mgr.

CYCLEWELD DIV., Chrysler Corp., 5437 W. Jefferson, Trenton, Mich. Adhesives, sealers, rust preventives, drawing compounds, cutting oils, lubricants. C. H. Smith, gen. mgr.; K. M. Hayes, exec. asst.; R. Weidner, production supt.; Cord Lipe, mgr. adhesives and chemical compounds; J. L. Finkelman, mgr. petrochemicals.

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D & M PRODUCTS INC., 26 N. Raymond ave., Pasadena, Calif. Hydro-air pressure washer. Julia M. Heimburger, pres.; W. L. Foley, gen. mgr. **Det. Rep.**—Harry E. Ault, 4685 Charest st., Pontiac, Mich. **Adv. Agcy.**—Frank Barrett Cole, Pasadena, Calif.

D & M TRUCK TOP CO., 12186 Petoskey, Detroit 4, Mich. Under car covers, covered wagon top for pickups and stakes, cab enclosures for fork lift trucks and bulldozers. Albert H. Dworkin, pres.

D. S. M. ELECTRIC CO., 6209 Hamilton ave., Detroit 2, Mich. Automotive electrical parts, ignition coils, condensers, voltage reducers, dual ignition. M. M. Moats, pres., gen. mgr.; B. A. Moats, vice-pres.; J. D. Ward, secy.; W. Palmer Lanagan, chief engr.; Ray R. Buckman, pur. agt.; Norman Burgess, traf. mgr.

D-X SUNRAY OIL CO., Box 381, Tulsa, Okla. D-X and Diamond motor oils, D-X Boron motor fuel, D-X lubricating gasolines, greases and industrial oils. R. W. McDowell, pres.; T. E. Fitzgerald sr., vice-pres.; S. D. Breitweiser, exec. vice-pres., mktg.; Glenn E. Wynn sr., vice-pres.; R. Paul Henry, exec. vice-pres., chge. of fin.; D. C. Wixson, vice-pres., retail sales; N. B. Ingram, gen. mgr. retail sales; C. F. Niessen, adv. and sales prom. mgr.; J. W. Basore, mgr. Branded lubr. sales; Floyd L. Miles, gen. mgr. wholesale mkt. **Adv. Agcy.**—Potts-Woodbury, Inc., Kansas City, Mo. G. L. Mosley, E. T. Marshall, acct. execs.

DAHLSTROM METALLIC DOOR CO., 420 Buffalo st., Jamestown, N. Y. Metal fabrications including mouldings, pressed shapes, stampings, cabinets, product cases and special metal products. Paul N. Anderson, pres., gen. mgr.; Carl T. Bergstrom, vice-pres.; J. Gustaf Sundin, secy.-treas.; Elmer V. Lindstrom, vice-pres.; Kermit G. Nelson, adv. mgr.; Carl Thierfeldt, chief engr., special products div. **Det. Rep.**—Malcolm V. Otis, 1240 Buhl bldg., Detroit 26.

DAHO PRODUCTS CO., INC., THE, 30 East Broad st., Columbus 15, O. Kwik-Stik Saf-T replacement rear view mirrors. Wm. A. Hoover, pres., gen. mgr.; Thos. L. Dale, vice-pres.; Lewis F. Basom, secy.; M. J. Hileman, treas., pur. agt.

DAKE CORP., 724 Robbins rd., Grand Haven, Mich. Arbor and hydraulic presses, steam and air motors, marine and contractors' equipment. A. E. Jacobson, pres.; Paul A. Johnson jr., vice-pres.; C. N. Jacobson, secy.-treas.; A. F. Green, gen. mgr.; T. Koetsier, pur.; Harold Poort, chf. engr. **Det. Rep.**—Hazerodt Associates, 903 S. Woodward, Royal Oak, Mich. **Adv. Agcy.**—Fensholt Advertising Agency, 360 N. Michigan ave., Chicago. Art Slaasted, acct. exec.

DALWELD CO., INC., 15 Bertel Ave., Mt. Vernon, N. Y. Brazing alloys, flux, welding rods, electrode holders, silver solder. Jerry Robinson, pres.; Ed Cole, gen. mgr. **Adv. Agcy.**—Roth Associates, 1410 Nelson, New York, N. Y. Myron N. Roth, acct. exec.

DAMAR PRODUCTS, INC., 833 Newark ave., Elizabeth, N. J. Auto wardrobe rack. David W. Margulies, pres.; I. G. Margulies, treas.; Joseph Vine, sales mgr., adv. mgr.

DANA CORP., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, power take-off joints, railroad generator drives, frames, welded tubing, forgings, stampings. C. A. Dana, chmn. of bd.; J. E. Martin, pres.; L. L. Melick, vice-pres., secy.; W. J. Hoshal, treas., asst. secy.; C. C. Dybrig, vice-pres., sales; L. L. Dobge, vice-pres., admin.; J. R. Miller, vice-pres. mfg.; W. L. Stone, transmission and torque converter sales mgr.; W. H. Schomburg jr., asst. gen. sales mgr.; W. V. Thelander, clutch and farm equip. sales mgr.; J. E. Peterson, universal joint sales mgr.; Neil A. Moore, gen. mgr. standard equip. div.; Earl M. Douglas, vice-pres. engrg.; R. R. Burkhalter, exec. engr.; Frank J. Voss, dir. pub. rel. and adv. **Adv. Agcy.**—The Allman Co., Free Press bldg., Detroit, Mich.

DANA CORP., Parish Pressed Steel Div., Reading, Pa. Passenger car frames, truck and trailer frames and frame parts, heat treated truck and trailer side members, heavy stampings, weldments and machined assemblies. H. B. Bartlett, vice-pres., gen. mgr.; H. E. Sibbrel, wks. mgr.; S. L. Whitehall, sales mgr.; W. E. Liesman, asst. sales; M. L. Fox, chf. engr.; E. R. Kohl, dir. of pur.; Wm. Fahnestock, pur. agt.; R. F. Feinour, traf. mgr. **Adv. Agcy.**—The Allman Co., Detroit, Mich.

DAUBERT CHEMICAL CO., 333 N. Michigan ave., Chicago 1, Ill. Underbody coatings, sound deadeners, insulation compounds, rust preventive compounds, volatile corrosion inhibitor treated packaging materials, adhesives and sealers, synthetic coolants. L. S. Mann, gen. sales mgr.; W. A. Spencer, sales mgr. ind. div.; E. B. Jared, sales mgr. adhesives and sealants div.; R. G. Clendenin, adv. sales prom.; J. W. Taylor, dir. of pur.

DAVIDSON RUBBER CO., 50 Brighton st., Charlestown (Boston) 29, Mass. Gaskets, grommets, arm rests, weatherstrips, molded Urethane bumpers, mounts, strips, sponge sheets, etc. V. P. Dee, pres.; B. G. Hood, vice-pres. and tech. dir.; T. E. Johnson, vice-pres. in chge. of sales; E. Paul Casey, vice-pres., gen. mgr.; James Stack, pur. agt.; A. F. Burlick, traf. mgr. **Det. Rep.**—T. E. Johnson, 3005 Puritan ave., Detroit 35.

DAVIS AIRCRAFT PRODUCTS, INC., 1191-95 Spofford ave., New York 59, N. Y. Automobile seat belts, Davis LocPins. Frank L. Davis, pres.; R. L. Davis, vice-pres.; Carl A. Johnson, gen. mgr.; S. J. Verderame, sales mgr.; C. A. Baresch, engrg. sales co-ord.; Nori Higuchi, chf. engr.

DAVIS, AL, RADIO, INC., 5037 W. Pico blvd., Los Angeles 19, Calif. Car radio antenna systems, custom front plates for imported car radios. Ross Alan Davis, pres., chief engr.; Irene Davis, secy., treas.; Fred Schleichter, gen. mgr.; George Bozanic, sales mgr.; Duke Tamura, shop foreman; Herman Leces, serv mgr.; Edward Peters, parts and access. mgr.

DAYBROOK HYDRAULIC DIV., Young Spring & Wire Corp., 500 Lehman ave., Bowling Green, O. Hydraulic elevating end gates, hydraulic hoists, steel dump bodies, hydraulic truck crane, hydraulic compaction-type refuse and garbage bodies. T. W. Helwig, group exec.; J. P. McKiernan, gen. mgr.; C. A. Flowers, asst. sales mgr.; R. E. McCreary, adv. and sales prom. mgr.; Dale Fox, plant mgr.; E. Y. Roberts, chief engr.; R. W. Wittenmeyer, pur. agt.

DAYTON MALLEABLE IRON CO., P. O. Box 980, Dayton 1, O. Malleable, pearlitic malleable and grey iron castings; sand cast and permanent mold aluminum castings, aluminum die castings. Anthony Haswell, pres.; F. O. Parker, vice-pres. sales. R. C. Hayward, secy. and treas.

DAYTON RUBBER CO., 2342 Riverview ave., Dayton, O. Tires and tubes, automotive belts, foam rubber, hose. A. L. Freedlander, chmn. of bd.; C. M. Christie, pres.; H. T. Goodenberg, vice-pres. tire sales; P. J. Mayle, vice-pres. mechanical goods div.; W. G. Pickrel, secy.; L. V. Baker, treas.; J. Rockoff, vice-pres. in chge. development; L. J. Keyes, dir. of pur.; Grant Marks, traf. mgr.; J. D.

(Continued)

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Who's Who in the Auto Industry

(Continued)

Hershey, dir. pub. rel. **Det. Rep.**—F. C. Murray, 656-637 New Center bldg., Detroit 2; Tires and mech. rubber products. The Allman Co., Detroit, Mich. L. C. Pape, gen. mgr., Foam Div.

DAYTON STEEL FOUNDRY CO., 1366 Miami Chapel rd. (P. O. Box 1022), Dayton, O. Cast metal wheels, cast iron brake drums, fifth wheel couplers, landing gear trailer supports, misc. carbon steel castings. George Walther sr., pres.; George Walther jr., gen. mgr.; John Walther, vice-pres. and plant mgr.; J. A. Graham, secy., pur. agt.; N. R. Burger, treas.; Daniel Walther, chf. engr.; H. G. Melia, ind. engr.; R. E. Walther, pub. rel. mgr. **Adv. Agcy.**—Hugo Wagensell & Associates, Dayton, O.

DAYTON WHEEL PRODUCTS, INC., 300 S. Monroe st., Xenia, O. Wire wheels for passenger and sports cars, center locking knock-off type. Harold Rogge, pres.; Ben Parsons, vice-pres. of engrg.; Robert Rogge, prod. mgr. **Det Office**—8800 Grinnell ave.

DEALER SERVICE CO., 704 Penn st., Hollidaysburg, Pa. Custom made guaranty program, customer service history program. H. W. Bauer, pres.

DEALERS SUPPLY CO. 19395 James Couzens hwy., Detroit 35, Mich. Sales promotion agency, creating items for sale to automobile dealers, such as new car announcements, sales campaigns, parts and service promotions. Walter Myers, pres.

DeBOER & ASSOCIATES, H. O., Box 13, Lake Worth, Fla. Americoach school and transit buses, cabs for mobile crane carriers, mfgrs. of solenoids for sanders and etc. H. O. DeBoer, owner; **Adv. Agcy.** — States Display Advertising, E. E. Hurst, pres., Bloomington, Ill.

DeKALB COMMERCIAL BODY CORP., 229 W. Garden st., DeKalb, Ill. Delivery units, van bodies, half-cab units for lumber and steel delivery, refrigerated bodies. E. E. Miller, pres., treas.; P. J. Nugent, vice-pres.; J. T. Modloff, vice-pres., prod. mgr.; M. T. Miller, secy.; F. B. Terwilliger, asst. secy., asst. treas.; B. J. Sayers, gen. sales mgr.; R. G. Knoll, Clarence Massier, dist. sales mgrs.; L. T. Wilkins, pur. agt. **Adv. Agcy.**—Connor Associates, Aurora, Ill.

DELBAR PRODUCTS, INC., 7th & Spruce, Perkasie, Pa. Truck mirrors. L. Eric Jones, pres., sales mgr.; Raymond R. Brunner, vice-pres.; J. A. Crouthamel, treas.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell ave., Rochester 1, N. Y. Automotive heater, defroster, air conditioning and antenna lift motors, window lifts, seat actuators, electric windshield wipers, fractional h.p. electric motors, permanent magnet motors and clutch assemblies for automotic pilots. Paul H. Rutherford, gen. mgr.; Carl L. Balbach, wks. mgr.; J. T. Harris, equip. sales mgr.; H. M. Caulkins, adv. and sales prom. mgr.; Richard T. Reddington, serv. mgr.; V. H. Hardy, chief engr.; Philip McNellis, pur. agt.; William P. Blackmon, pub. rel. mgr. **Adv. Agcy.**—Wolff and Associates, Inc., Rochester, N. Y. Earl Holdren, acct. exec.

DELCO PRODUCTS DIV., General Motors Corp., 329 E. 1st st., Dayton 1, O. Shock absorbers and air suspension components. V. P. Blair, gen. mgr.; J. A. McNamara, div. compt.; B. T. Olson, plants mgr.; W. J. Wagner, gen. sales mgr.; R. W. Scott, asst. gen. sls. mgr.; K. E. Leighty, P. H. Irelan, adv. mgrs.; M. T. Funkhouser, chief engr.; R. T. Collins, dir. of pur. and reduction control; D. L. Temple, dir. pub. rel. and ind rel.; R. W. Scott, mgr. dist. sales and serv. **Det. Mgr.**—S. W. Blanton, Delco Products Div., 8-257 General Motors bldg., Detroit 2. **Chi. Mgr.**—J. F. Howe, Delco Products Div., 3430 W. Division st., Chicago 3. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. D. A. Wright, acct. exec.

DELCO RADIO DIV., General Motors Corp., Kokomo, Ind. Radios, electronic devices and power transistors. M. J. Caserio, gen. mgr.; D. S. Allsop, mfg. mgr.; R. L. Showalter (compt.) treas.; H. M. Stelzl, dir.-sales and engr.; D. A. Sandberg, sales mgr.; A. N. Jonsson, serv. mgr.; B. A. Schwarz, tech. asst. to gen. mgr.; R. Hill jr., pur. agt.; D. H. Milburn, prod. control mgr.; Walter M. Wilson, pers. dir.; H. W. Welling, pub. rel. dir. **Det. Rep.**—H. E. Holliday, 57 E. Harper ave., Detroit 2. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. Craig Miller, acct. exec.

DELCO-REMY DIV., General Motors Corp., 2401 Columbus ave., Anderson, Ind. Automotive generators, regulators, cranking motors, ignition coils, ignition distributors, storage batteries, horns, Boden wire controls, various directional signal and control switches for passenger cars, trucks, buses, farm and garden tractors, outboard motors, marine craft, and diesel-powered equipment. Fully waterproofed electrical components for U. S. Ordinance trucks and tanks. D. L. Boyes, gen. mgr.; H. G. Riggs, wks. mgr.; R. L. Kessler, mfg. mgr.; C. F. Hardy, dir. of pub. rel.; F. E. Boze, dir. of pur. and prod. control; P. E. Bardsley, sales mgr.; H. L. Hartzell, chief engr.; J. H. Bolles, dir. sales and engrg.; W. C. Cotten, compt.; Ray Gilpin, chief inspector; R. J. Hulse, per dir.; J. S. Garlic, mfg. mgr. battery operns. **Det. Rep.**—8-217 General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co., Detroit.

DEL-KROME CORP., 44 West st., Walton, N. Y. Wheel covers, stainless steel auto window ventilating and trim device, wheel trim device, door edge guards, stainless steel window moulding protective and trim device. Herbert Buerger, pres., sales mgr.; Walter L. Terry, vice-pres.; James Phillips, sales and adv. mgr.; Lorrainne Buerger, secy.; Albert Valada, works mgr.; Maurice Emerson, pur. agt.; George Pine, pub. rel. mgr. **Det. Rep.**—D. M. Nelson, 1410 Fisher bldg.

DELMAN CO., Cookeville, Tenn. Windshield washers and special automotive parts for automobile manufacturers. Chuck Bachrach, pres. and gen. mgr.; W. G. Kilpatrick, plant mgr. **Det. Rep.**—The Delman Co., 128 Kercheval, Grosse Pointe 36. **Pub. Rel. Counsel,** The Hopkins Agency, Detroit.

DELTA CHEMICAL CO., 2885 Warford Place, Memphis, Tenn. Manufacturers of liquid or paste automotive cleaner and steamcleaning compounds, powdered or liquid car wash, carburetor cleaner, concrete cleaner, paint strippers, motor cleaners, tire renewer, bug remover and upholstery cleaner. Harry Cooper, sales mgr.; Leo Schneider, asst. sales mgr.; Alex Handleman, pur. agt. **Adv. Agcy.**—Simon & Gwynn, Memphis, Tenn.

DELUXE PRODUCTS CORP., 1201 Michigan blvd., Racine, Wis. Oil filters and replacement elements. R. I. Hahn, pres.; R. K. Ruland, vice-pres., gen. sales mgr.; C. N. Bentley, H. H. Parker, vice-pres.; E. C. Seils, chf. engr.; T. B. Earle, treas.; L. E. Coffin, pur. agt. **Adv. Agcy.** — Van Auken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

DENISON ENGINEERING DIV., American Brake Shoe Co., 1160 Dublin rd., Columbus 16, O. Hydraulic presses, pumps, valves and fluid motors, special hydraulic equipment. W. C. Denison, chmn.; P. W. Norris, pres.; F. C. Norris, C. A. Hughes, V. V. Biasutta, E. L. Fouse, G. W. Denison, vice-presidents; Denison Neale, dir. sales; R. H. Krepps, sales mgr.; R. C. Clouse, adv. mgr.; J. F. Booton, serv. mgr.; L. E. Bonnette, chf. engr.; G. T. Hays, pur. agt. Office—900 West Maple rd., Troy, Mich. **Adv. Agcy.** — Griswold-Eshelman Co., Cleveland 13, O.

DeSOTO DIV., CHRYSLER CORP., 12200 E. Jefferson ave., Detroit 31, Mich. Passenger cars. J. B. Wagstaff, vice-pres. Chry. Corp. and div. gen. mgr.; S. Petok, mgr. pub. rel.; P. Herpolsheimer jr., dir. dir. rel.; P. S. Dwyer, staff specialist; J. L. Wichert, dir. adv. and sls. prom.; R. L. Goodwin, mgr. adv.; A. C. Licata, mgr. adv. admn.; L. A. Engelhardt, comptr.; J. T. Begg, mgr. profit analysis and acctg.; C. F. Moeller, mgr. price and product cost analysis; S. C. Pomranz, mgr. off. and admn. serv.; A. E. Kimberly, cf. of engr. and dir. product; G. O. Gale, mgr. engng.; J. R. Coughlin, mgr. product planning analysis; W. A. Reinert, mgr. vol. planning; A. L. Bickel, mgr. advance product cost analysis; R. W. Utley, dir. service; C. J. Skelly, mgr. customer serv.; E. A. Wilson, mgr. field operations; W. A. Scott, mgr. tech. serv.

DETREX CHEMICAL INDUSTRIES, INC., 14331 Woodrow Wilson. Mail: Box 501, Detroit 32, Mich. Degreasers, ultra sonic cleaning, washers and processing equipment; solvents, cleaning compounds, dry cleaning machines; phosphate coating processes for rust proofing, paint bond and extrusion. R. A. Emmett sr., chmn. of bd.; A. O. Thalacker, pres.; T. K. Haven, vice-pres.; W. F. Newberry, vice-pres., dir. of sales; H. R. Norgren, vice-pres., sales mgr. dry cleaning div.; W. McCracken, tech. dir.; E. W. Allison, secy.-treas.; R. A. Emmett jr., vice-pres.; R. Johnson, factory supt.; L. Camel, sales mgr. Alkali-phosphate products; D. E. Willard, sales mgr. solvents; T. J. Kearney, asst. mgr. ind. equip. and chf. engr.; A. W. Stoddard, dir. of pub. rel. and adv.; G. W. Walter, dir. tech. pubs.; H. Tweedy, serv. mgr.; W. I. Teho, chf. engr. of prod. dev.; W. G. Smith, pur. agt. **Adv. Agcy.**—Howell & Young, Inc., Royal Oak. J. S. Howell, acct. exec.

DETROIT ALUMINUM & BRASS CORP., 3975 Christopher, Detroit 11, Mich. Friction type bearings, connecting rod and crankshaft bearings. Samuel Frank, chmn. of bd.; Jerome J. Frank, pres.; W. E. O'Reilly, vice-pres.; William Cofell, vice-pres., secy.; Harold L. Frank, vice-pres., treas., advertising mgr., dir. of pur.; Kaye Frank, vice-pres., asst. treas.; Melvin Kolbert, vice-pres., asst. secy.; Randolph L. Strickland, research engr.

DETROIT AUTOMOTIVE PRODUCTS CORP., 8701 Grinnell ave., Detroit 13, Mich. Thornton four-rear-wheel drives, NoSPIN Differentials, Super load-booster third axles (pusher type), truck equipment. J. J. Krauss, pres.; Albert F. Myers, vice-pres., engrg.; Irving Hagglund, vice-pres., sales; Walter A. Kleinert, secy.; P. W. Churchman, treas.; R. Dickson, asst. to pres.; A. Hesla, plant supt. **Adv. Agcy.**—Dudgeon, Taylor and Bruske. Harry Detterich, acct. exec.

DETROIT BEVEL GEAR CO., Div. of Napco Industries, Inc., 8130 Joseph Campau, Detroit 11, Mich. Automotive and industrial gears, splined shafts, axles, flywheel ring gears, universal joints, propeller shafts and components. M. E. Rappaport, pres.; Fred Rappaport, exec. vice-pres.; Robert R. McGookey, pur. agt.; R. A. Gutzeit, contr.

DETROIT DIESEL ENGINE DIV., General Motors Corp., 13400 W. Outer dr., Detroit 28, Mich. Series 53, 71 and 110 General Motors 2-cycle diesel engines for marine, industrial and transportation applications, 20 to 1650 h.p. C. W. Truxell, gen. mgr.; C. W. Frederick, dir. engrg.; R. E. Hunter, gen. sls. mgr.; G. K. Kelly, works mgr.; J. E. McKenna, prod. mgr.; E. H. Bick, merchg. mgr.; B. W. Patrick, sales prom. mgr.; L. H. Wells, sales engr. mgr.; D. J. Clymer, adv. mgr.; J. C. Campbell, mgr. of reg. Detroit Dist.—Penninsular Diesel, Inc.. **Adv. Agcy.**—Kudner Agency, New York, N. Y. and Detroit. W. M. Abbott, acct. exec.

DETROIT GASKET & MFG. CO., 12640 Burt rd., Detroit 23, Mich. Gaskets, auto body trim supplies, brass rods, aluminum tubing, extruded shapes of aluminum and aluminum alloys. Lloyd H. Diehl, pres. and gen. mgr.; John L. Barrett, vice-pres., dir.—metals div.; Russell A. Blanchard, vice-pres., operations—metals div.; Lloyd H. Diehl jr., vice-pres., operations—auto. div.; Charles H. Carroll, sales mgr.; Walter E. Ritter, vice-pres.; Charles H. Strauss, dir. of pur. **Adv. Agcy.** — Castle-Werner, Inc., Detroit, Mich.

DETROIT HARVESTER CO., 21800 Greenfield, Oak Park 37, Mich. Window regulators, channels, automotive and appliance hardware, hydraulic seat and top controls, convertible top frame assemblies, power-take-offs, farm mowers, hay rakes, misc. machine parts, hydraulic pumps, machinery circulating pumps, power lawn mower, aluminum castings. H. L. Pierson, chmn. of bd.; J. T. Smith, pres.; J. J. Brooks, vice-pres. mfg.; A. W. Greene, vice-pres. gen. mgr. Moto-Mower, Inc.; R. Hohman, vice-pres. sales; J. J. Schofield, vice-pres. contr.; K. Sward, vice-pres. engrg.; Malcolm Lamont, secy.-treas.; A. Wilson, dir. of purchs.; R. E. Turner, mgr. of implement div., Zanesville, O.; J. Lindsay, pur. agt., implement div.; F. Huntington, mgr. Dura Div., Toledo, O.; R. Bremer, pur. agt. Dura div.; L. E. Struble, mgr. of Motor State Products Div., Ypsilanti, Mich.; L. Spiess, pur. agt., Motor State Products Div.; J. J. Bryan, mgr., Paris Products Div., Paris, Ky.; Wm. Frost, pur. agt., Paris Products Div.; A. Greene, vice-pres. and gen. mgr., Moto-Mower, Inc., subsidiary, Richmond, Ind.; C. Marian, pur. agt., Moto-Mower, Inc.; C. W. Blake, mgr., Paragon Aluminum Corp., subsidiary, Monroe, Mich.; H. A. Consor, mgr., Danville Products Co., Inc., subsidiary, Danville, Ill.; F. Harrison, pur. agt., Danville Products Co., Inc.

(Continued)

DO THE JOB RIGHT!

TO COVER THE WHOLE DELAWARE VALLEY YOU NEED THE CAMDEN COURIER-POST and THE TRENTON TIMES

There's more than one way to pull a tooth. Or to skin a cat. Or to tackle most any problem you can think of. There's usually a *best* way, too, and you'll find that dentists and cat skinners and practitioners in every field are seeking that best way.

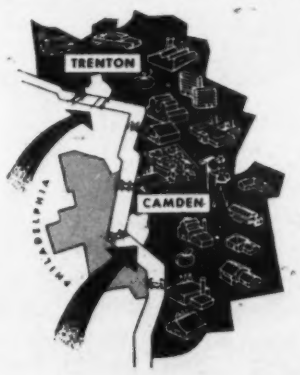
We can't tell you the best way to pull a tooth or skin a cat (nasty business, that). We do, however, know the answer to one important media question—and if you can't use it would you mind passing it along to a friend who can?

Problem: The Delaware Valley is two markets, not just one. How can advertisers reach the booming New Jersey half of the market?

Solution: Simply by channeling part of each advertising dollar into eastern Delaware Valley's most read, most trusted daily newspapers, the TRENTON TIMES and the CAMDEN COURIER-POST. Local papers, in a market where "all buying and selling is local."

Extra Fact: 83 of the nation's top 100 newspaper advertisers cross the Delaware regularly, to avail themselves of the top circulation offered by the CAMDEN COURIER-POST and the TRENTON TIMES.

IT PAYS TO CROSS THE DELAWARE



TRENTON TIMES
Established 1883

CAMDEN COURIER-POST
Established 1875

Represented nationally by GEORGE A. McDEVITT CO., INC. • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES

Who's Who in the Auto Industry

(Continued)

DETROIT HOIST & MACHINE CO., 8233 Morrow st., Detroit 11, Mich. Cranes, traveling; hoists, electric and air; tractors, monorail and turntable. A. S. Watson, pres.; George B. Martin, R. W. Fleming, vice-pres.; T. R. Fleming, vice-pres., treas.; B. A. Hinman, secy.; V. A. Fulton, sales engr.; J. S. Kolasa, pur. agt. **Adv. Agcy.**—S. E. Schneider, Detroit, Mich.

DETROIT MASTER PROD. CO., 16490 Woodward, Detroit 3. Automotive body hardware. B. L. Dizik, pres.; Louis B. Dizik, vice-pres.; W. D. Karol, secy.; F. P. Kirby, treas.

DETROIT MOLDED PLASTIC CORP., 6209 Hamilton ave., Detroit 2, Mich. Custom molder of auto parts. M. M. Moats, pres., gen. mgr.; B. A. Moats, vice-pres.; J. D. Ward, secy.; George Stevens, wks. mgr.; Ray R. Buckman, pur. agt.

DETROIT STAMPING CO., 350 Midland ave., Detroit 3, Mich. Medium heavy and smaller stampings, multi slide production, coined parts, pressed metal assemblies, toggle clamps, arbor spacers, packaged shim and feeler stock, washers and gear blanks. Glendon H. Roberts, pres., treas. and gen. mgr.; William H. Roberts, exec. vice-pres. and secy.; Dominic J. Damm, factory mgr.; Harry C. Robeson, vice-pres. sales; H. S. McMillan, sales mgr. (stamping div.); C. W. Hoppe, sales mgr. (finished products div.); Frank W. Trippensee, asst. treas. and compt. **Adv. Agcy.**—Clark & Bobertz, Inc., Detroit, Mich.

DETROIT STEEL PRODUCTS DIV. OF FENESTRA INC., 1500 Trombly ave., Detroit 11, Mich. Leaf springs for trucks, passenger cars, trailers, buses, steel and aluminum windows, doors, building panels, garage doors, enameled building panels. H. D. Palmer, pres.; D. S. Burnett, vice-pres.; J. L. Searle, mgr. engr. services; R. A. Brandan, sales services mgr.; W. A. Gurzick, mfg. mgr. **Adv. Agcy.**—Karl G. Behr Advtl. Agcy., Detroit, Mich. John C. Mathis, acct. exec.

DETROIT TRANSMISSION DIV. OF GENERAL MOTORS, Ypsilanti, Mich. Hydramatic transmissions for passenger cars, trucks and military vehicles. O. William Habel, gen. mgr.; F. James McDonald, works mgr.; Walter B. Herndon, dir. of sales and engrg; Clarence A. Smith, sales mgr.; Jack R. Doidge, chief engr.; Charles F. Brundle, mfg. mgr.; Herbert G. Ashbaugh, comptr.; Bernard W. Baldwin, per. dir.

DE VILBISS CO., 300 Phillips ave., Toledo 1, O. (**DeVilbiss Metal Fabricators,** subsidiary, 5741 Russell st., Detroit 11, Mich). Complete finishing systems, air compressors, spray guns, automatic spray painting machines, spray booths, drying ovens, dip and flow coating equipment, phosphate coating machines, industrial parts washers, dust collectors, rubber hose and plastic tubing (for air, water, solvents and paint), exhaust systems, flocking equipment. Howard DeVilbiss, pres.; J. M. Robinson, exec. vice-pres.; H. M. Kidd, vice-pres. chge. of sales; W. A. Deiger, vice-pres. chge. of mfg.; D. J. Peeps, vice-pres. chge. of engrg.; E. J. Etzel, vice-pres. pur.; E. F. Frey, mgr. of ind. sales; D. V. Perry, mgr. of jobber sales; H. A. Lange, mgr. of adv. and sales prom. **Det. Rep.**—H. C. Cunningham, 111 Oakman blvd., Detroit 3. **Adv. Agcy.** — Brooke, Smith, French & Dorrance, Inc., 8469 E. Jefferson, Detroit 14, Mich. D. C. Longyear, acct. exec.

DEWEY AND ALMY CHEMICAL DIV., W. R. Grace & Co., 62 Whittemore ave., Cambridge 40, Mass. Darex "Flowed-in" gaskets. George W. Blackwood, pres.; William E. Taggart Jr., exec. vice-pres.; Dunbar L. Shanklin, vice-pres., chge. container and chemical spec. div.; Rodney M. Vining, treas.; Edward L. Mears, gen. mgr. cont. and chem. spec. div.; Paul Y. Clinton, mfg. mgr. cont. and chem. spec. div.; Carroll F. White, sales mgr., cont. prod. dept. (inc. ind. gasketing); Robert A. Clabault, asst. sales, cont. prod. dept.; John Fusek, adv. mgr.; Philip C. Welsh, asst.; Fisher Hills, chf. engr.; Austin B. Secor, pur. agt.; W. R. Cupit, traf. mgr.; Robert J. Gray, pub. rel. mgr. **Adv. Agcy.** — Kelly-Nason, Inc., New York, N. Y. Frank Huepper, acct. exec.

DIAMOND CHAIN CO., INC., 550 Kentucky ave., Indianapolis 7, Ind. Roller type camshaft timing and accessory drive, and power take-off drive chains and their sprockets for high speed automotive, truck, coach, industrial and marine, gasoline and diesel engines. Also roller chain type flexible couplings and industrial roller chains. G. E. Schloot, pres., gen. mgr.; H. N. Cottingham, vice-pres.; D. R. Hodges, secy.-treas.; B. K. Sollars, works mgr.; A. S. Basten, sales mgr.; George W. Allen, mgr. of sales engrg., parts and acces. mgr. J. E. Cooper, asst. sales; H. L. Martin, adv., sales prom. and pub. rel. mgr.; R. E. Kessler, asst.; P. C. Merchant, serv. mgr.; Carl Sundberg, chief engr.; E. W. Allen, pur. agt.; C. Willoughby, traf. mgr. **Adv. Agcy.** — LaGrange-Garrison, Inc., Indianapolis, Ind. R. W. Garrison and Tom Jasper, acct. execs.

DIAMOND T MOTOR TRUCK CO., 4401 W. 26th. st., Chicago, Ill. Motor trucks. E. J. Bush, chmn. of bd. of dir.; Z. C. R. Hansen, pres.; W. J. Hall, T. J. Carmody, W. S. Baldwin, T. J. Lopatka, vice-presidents; R. C. Wallace, dir. of engrg.; M. Egeland, T. J. Lopatka, dirs. of pur.; L. O. DeCardy, secy.-treas.; J. L. Kricki, asst. to pres.; J. L. Teach, eastern sales mgr.; W. F. Sternberg, western reg.. mgr.; R. J. Bird, per. dir. **Adv. Agcy.**—Roche, Rickerd & Cleary, Inc., Chicago, Ill. Kirby Roche, acct. exec.

DIBBLE COLOR CO., 1497 E. Grand blvd., Detroit 11, Mich. Paint, lacquer, synthetic enamel, lacquer thinner, chassis black. J. F. Maycock, pres., gen. and sales mgr.; R. W. Lindsay, vice-pres.; E. A. Dreves, secy.; B. P. Schmitt, works mgr., pur. agt. and treas.

DIETZ CO., R. E., 225 Wilkinson st., Syracuse 1, N. Y. Road, fog and tractor lights; clearance and marker lights; direction signals; dome lights; flares and flare kits; headlights; mirrors and mirror heads, stop and tail lights, parking lights; spotlights. John S. Dietz, sales mgr.; George L. Petrie, pur. agt. **Adv. Agcy.**—Barlow Advertising Agency, 742 James st., Syracuse 1, N. Y.

DILL MANUFACTURING CO., 700 East 82nd st., Cleveland 3, O. Tire valves, valve parts, associated items, electric tube repair vulcanizer and patches, chemical vulcanizing patches. A. P. Williamson, pres., treas.; E. F. Tobold, vice-pres.; B. S. Byall, secy., sales mgr.; C. A. Schlieker, supt.; F. D. East, asst. sales mgr.; L. S. Petrovich, adv. mgr.; R. Boyer, chf. engr.; C. W. Bonfield, pur. agt., traf. mgr. **Adv. Agcy.**—Carr Liggett Advertising, Inc., 815 Superior ave., Cleveland, O. E. J. Howe, W. G. Giesse, acct. execs.

DILLON ELECTRIC CO., 1712 11th st., N. E., Canton 5, O. Man cooling fans. Chas. A. Dillon, pres., gen. mgr.; A. F. Kring, vice-pres., secy.; W. W. Hoenecke, treas.

DINSMORE INSTRUMENT CO., Box 595, Flint 1, Mich. Auto, marine, aviation, magnetic, coat and special compasses. R. C. Dinsmore, pres. **Adv. Agcy.**—Rolfe C. Spinning, 5057 Woodward ave., Detroit 2. Bill Spinning, acct. exec.

DITTMER, GEAR DIV., Borg-Warner Corp., Auburn, Ind. Automotive gears, shafts, machined hubs and flanges for automotive transmissions, pumps, etc. S. H. Mieras, pres., gen. mgr.; D. C. Hamilton, vice-pres.; J. K. Tully, secy.; H. G. Jackson, treas.; J. R. Ryan, serv. mgr.

DITZLER COLOR DIV., Pittsburgh Plate Glass Co., 8000 W. Chicago ave., Detroit 4, Mich. Lacquers, acrylics, enamels, undercoatings, thinners, etc. J. F. Green, gen. mgr.; B. J. Smith, asst. to gen. mgr.; E. D. Kress, mgr. auto sales; E. H. Heaton, mgr. sales serv.; Geo. B. Andersen, mgr. auto refinish sales; L. S. McNally, mgr. fleet sales; H. Redshaw, tech. dir.; Neil W. Vogt, sales prom. mgr.; Robt. Clements, serv. mgr. auto. ref. sales; W. H. Welch, pur. agt.; J. H. LaFrance, traf. and whse. mgr. **Adv. Agcy.**—Maxon, Inc., Detroit, Mich. P. A. Revelt, acct. exec.

DIVCO-WAYNE CORP., 1500-1700 N. "F" st., Richmond, Ind.; School bus & motor coach bodies, funeral coaches, ambulances, multi-stop delivery trucks, electronic equipment; F. R. Fageol, chmn.; N. Giekel, pres.; H. L. Drimmer, chmn. exec. comm.; F. W. Hall, exec. vice-pres.; G. E. Muma, exec. vice-pres.; R. E. Miller, mkt. and sales vice-pres.; P. G. Duff, finance vice-pres. and treas.; J. H. Spencer, secy.; D. F. Starr, adv. and sales prom. mgr.

Divco-Wayne Electronics Div., Divco-Wayne Corp., 9701 Reading rd., Cincinnati 15, O. Electronics equipment, F. W. Hall, div. mgr.; H. Leventhal, asst. div. mgr.; G. Rove, sales mgr.; V. D. Heitfield, engrg. mgr.; T. F. Grate, pur. agt.; D. F. Starr, adv. and sales prom. mgr. **Adv. Agcy.** — Perry-Brown, Inc., 2831 Vernon pl., Cincinnati 19, O.

Divco Truck Div., Divco-Wayne Corp., 22000 Hoover rd., Detroit 5, Mich. Multi-stop delivery trucks. G. E. Muma, pres.; H. T. Collins, div. mgr.; R. H. Sjoberg, sales vice-pres.; J. E. Dee, sales mgr.; D. F. Starr, adv. and sales prom. mgr.; W. R. Chapman, chf. engr.; E. J. Lubinski, dir. of pur. **Adv. Agcy.**—Ruben Advertising Agency, 966 N. Meridian st., Indianapolis 4, Ind.

Miller-Meteor Motor Car Div., Divco-Wayne Corp., Bellefontaine, O. Funeral coaches and ambulances. F. W. Hall, pres.; R. V. Allen, div. mgr.; L. L. Robb, sales vice-pres.; A. L. Rettig and Fred McPeck, asst. sales mgrs.; D. F. Starr, adv. and sales prom. mgr.; A. H. Walker, chf. engr.; Geo. Pastilla, prod. control mgr.; J. Loehr, pur. agt. **Adv. Agcy.**—Ruben Advertising Agency, 966 N. Meridian st., Indianapolis 4, Ind.

Wayne Works Div., Divco-Wayne Corp., 1500-1700 N. "F" st., Richmond, Ind. School bus and motor coach bodies. F. W. Hall, pres.; D. C. Walker, div. mgr.; R. O. Thomas, sales vice-pres.; J. M. Eggemeyer, western sales mgr.; M. C. Jordan, asst. sales mgr.; D. F. Starr, adv. and sales prom. mgr.; R. B. Kurre, chf engr.; C. W. Hennage, pur. agt. **Adv. Agcy.**—Ruben Advertising Agency, 966 N. Meridian st., Indianapolis 4, Ind.

DIXIE TALLYHO, INC., Fairburn, Ga. Truck canopies, seating devices, pneumatic bumper jacks, wheel dollys and tire changing apparatus. Alfred T. Pitman, pres.; Grace P. Dorris, secy-treas.

DIXON CRUCIBLE CO., JOSEPH, 167 Wayne st., Jersey City 3, N. J. Lubricating graphite, graphited grease, lube and penetrating oil. F. G. Atkinson, pres. J. P. Templeton, secy.; Warren Zimmer, vice-pres. of prod.; H. E. Ehlers, vice-pres.; R. C. Brock, gen. sales mgr.; C. R. Tighe, ind. adv. mgr.; H. Goecker, pur. agt.; F. Jones, traf. mgr.; H. B. Van Dorn, vice-pres. and pub. rel. mgr. **Det. Rep.**—R. H. Helge, 1942 Gras-

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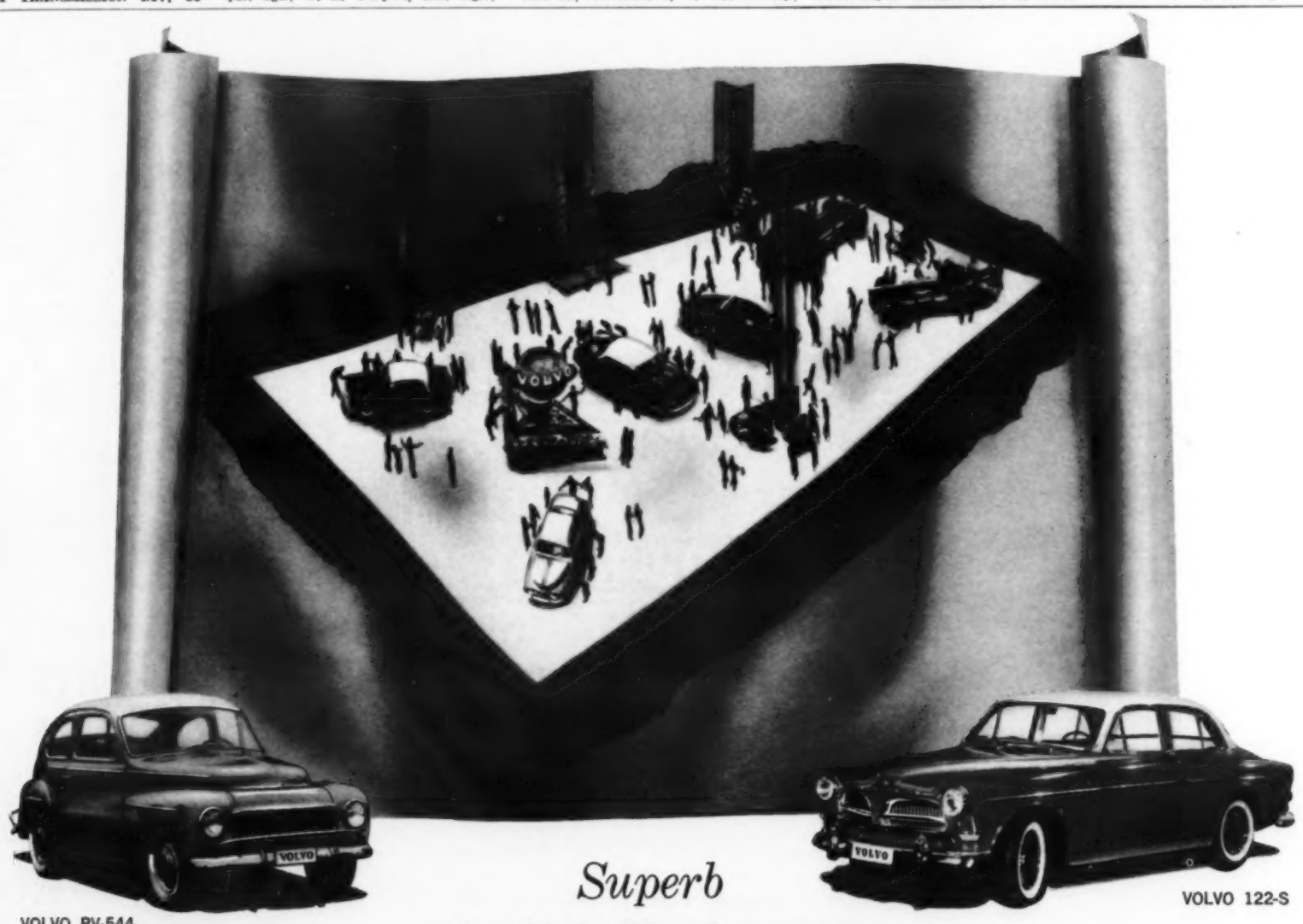

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VOLVO 122-S

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Swedish Engineering

The New York International Auto Show was the scene of the American premiere of the **Volvo 4-door 122-S Sedan.** Seen by thousands of economy auto enthusiasts, the tremendous success of this presentation was matched only by the display of the **Volvo PV-544,** the famous 85 HP family sports car. In addition, **Volvo** diesel trucks proven on six continents, and **Volvo** award-winning marine engines were shown, as well as other fine products epitomizing durability, quality and economy. **Volvo**—three decades of superb Swedish engineering—products prized **around the world.**

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Roads, Rails and Vapor Trails

Whether it hugs the earth or rides the stratosphere's jet streams, **modern** transportation has one **uncommon** denominator—stainless steel.

America's first **supersonic** bomber—the world's **lightest** full-size, railroad passenger car—the trucking industry's **highest capacity** lightweight trailer—all owe their existence to stainless steel's extraordinary strength-weight ratio and almost indestructible good looks.

Every American auto on the road today uses stainless steel functionally and decoratively to protect painted and treated surfaces, because only stainless steel requires no protective treatment to preserve factory freshness and assure lasting customer satisfaction. **And** its unusual workability means that finished product costs are usually lower than for any other bright metal.

Whether your primary interest is function or form, J&L provides **consistent** quality for uniform production.

J&L leads the industry in melt shop standards for stainless steel—the point where quality starts, **and production economies begin.**

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Who's Who in the Auto Industry

(Continued)

field rd., Birmingham, Mich. **Adv. Agcy.**—O. S. Tyson, New York, N. Y.

DOAN MFG., div. of Anchor Industries, Inc., 1725 London rd., Cleveland 12, O. Manufacturers of automotive floor mats, motor mounts, pedal pads, rubber bushings and all types of rubber or rubber bonded to metal parts. O. C. Kravitz, pres.; I. A. Kravitz, exec. vice-pres., sales; W. S. Lepene, vice-pres., sales; P. Kollar, gen. plant mgr.; A. E. Herschman, adv. mgr. **Det. Rep.**—Grantello Sales Co., 805 N. Pemberton rd., Bloomfield Hills, Mich. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland.

DOBIE CO., THE, Plants: 1312 Ontario, Cleveland, O.; 421 So. Monroe st., Monroe, Mich. Dealer sales and service promotion programs, car owner follow-up systems, direct mail advertising, record forms and stationery, point-of-purchase displays, auto merchandising systems. George N. Dobie, gen. mgr., Cleveland; Edward R. Dobie, gen. mgr., Monroe; Chester Brown, sales mgr.; Morton Sherman, northeastern Ohio rep. **Det. Rep.**—Richard Osman, The Dobie Co., 7410 Woodward ave.

DOCKSON CORP., 3839 Wabash ave., Detroit 8, Mich. Oxy-acetylene welding equipment, head and eye protection. H. E. Piggott, pres., gen. mgr.; J. F. McDevitt, treas.; R. J. Nelson, wks. mgr.; C. W. Piggott, vice-pres., pur. agt. **Det. Rep.**—Howard Williams. **Adv. Agcy.**—F. B. Hubert Co., Detroit, Mich.

DODGE DIV., CHRYSLER CORP., 7900 Jos. Campau ave., Detroit 31, Mich. Passenger cars and trucks. M. C. Patterson, vice-pres. Chrysler Corp. and Div. gen. mgr.; L. F. Desmond, asst. gen. mgr.; W. D. Moore, dir. adv. and sls. prom.; H. F. Connell, mgr. shows and exhibits; A. C. Thomson, mgr. car adv.; W. G. Osborn, mgr. truck adv.; R. L. Shugg, mgr. sls. prom. (car); D. E. Harding, mgr. sls. prom. (truck); F. W. Wylie, dir. pub. rel.; W. M. Spencer, dir. serv.; R. H. Kline, mgr. field oper. (car and truck); M. R. Maurer, mgr. tech. svc. (car and truck); H. Williams, mgr. car customer svc.; C. G. May, mgr. truck customer svc.; L. J. Ouellette, dir. dir. rel.; P. C. Reid, comptr.; K. H Kerr, mgr. profit analysis and acctg.; J. G. Kaucheck, mgr. price and product cost analysis; S. J. Tompkins, cf. engr. and dir. product, truck; M. R. Krause, mgr. truck engng.; G. F. Butts, mgr. truck product planning analysis; F. L. Sage, mgr. truck vol. planning and program timing; G. W. Gibson, cf. engr. and dir. product, car; R. D. Engle, mgr. car engng.; O. F. Keeler, mgr. car product planning analysis; J. Frey, mgr. car vol. planning.

DOEHLER-JARVIS, Div. of National Lead Co., Smead ave., Toledo 1, O. Die casting. E. J. Koegler, gen. mgr.; F. W. Burgie, gen. sales mgr.; A. F. Bauer, asst. gen. mgr., chf. engr.; J. W. Thees, div. prod. mgr.; A. D. Gildemeister, asst. to mgr. of sales; C. I. Hodgson, plant mgr., Toledo Plant #1; K. F. Koegler, plant mgr., Toledo Plant #2; C. E. Claus, plant mgr., Grand Rapids Plant; E. F. Brissie, pub. rel. mgr. **Det. and Area Rep.**—Toledo Plants—F. W. Burgie jr., H. L. Byrne; Grand Rapids Plant—S. A. Taylor, R. L. Peterson, C. H. Van Driel. **Adv. Agcy.**—Marschalk and Pratt, New York.

DOLE VALVE CO., 6201 Oakton st., Morton Grove, Ill. Tube couplings and fittings for gas and oil lines; brass parts to order; thermostats for motor temperature control. John L. Dole, pres.; T. B. Chace, vice-pres.; R. M. Ellis, vice-pres., sales; Stuart G. Phillips, vice-pres., adv. and sales prom. mgr.; A. C. Goodrich, secy.; Robt. J. Pringle, treas.; J. J. Goodville, vice-pres.; J. K. Lund, vice-pres.; E. C. Curtiss, div. sales mgr.; L. Jones, vice-pres., pur. agt. **Det. Rep.**—Elmer Skowbo, c/o Dole Valve Co., Detroit. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Inc., Chicago, Ill.

DOLPHIN PAINT & VARNISH CO., 922 Locust st., Toledo, O. Glass bedding compounds, roof and drain trough sealers, spot welding sealers, air and dust sealers, windshield sealers, waterproofing compounds. C. W. Blum, pres., treas.; George Funck, vice-pres.; G. G. Thorne, sales & adv. mgr.; F. Cobourn, secy.; F. McClelland, wks. mgr. and chem. engr.; B. J. Steger, asst. sales mgr.; J. Campanaro, asst. pur. agt.; J. Waldeck, exec. asst. **Det. Rep.**—Overmyer Trimming Mat'l Co., 18212 James Couzens hwy., Detroit.

DONOVAN SALES CO., 7517 Intervale, Detroit 38, Mich. Novelty and premium sales agency dealing with automotive sales agencies. Develop and merchandise announcement programs. Harry A. Donovan, pres.

DO-RAY LAMP CO., INC., 1458-68 S. Michigan ave., Chicago 5, Ill. Stop, backup, fog, dome, tractor, clearance and marker lights, emergency lamps, directional signals, boat trailer and house trailer lights, reflex reflectors, truck mirrors. S. M. Dover, pres., treas.; H. R. Dover, vice-pres., sales mgr.; D. J. Dover, asst. treas.; M. Levenberg, secy. and traf. mgr.; C. Kruger, pur. agt.; Louis Magazanik, chf. engr. **Det. Rep.**—H. D. Weiss, 2457 Woodward ave. **Adv. Agcy.**—Garfield-Linn & Co., Chicago.

DORMAN PRODUCTS, INC., 1004 Sycamore st., Cincinnati 2, O. Clutch parts, expansion plugs, studs, springs, cap screws, nuts, bolts, washers. Jack R. Dorman, pres., treas.; Lee Dorman, vice-pres., adv. mgr.; O. H. Coffman, secy., sales mgr.

DORSEY TRAILERS, INC., Elba, Ala. Vans (including refrigerators, produce, livestock, grain, furniture), stake and platform. J. V. Wright, pres.; T. K. Dorsey, exec. vice-pres.; Katherine Dorsey, secy.; G. L. Collier, treas.; R. A. Sewell, vice-pres. chge. of mfg.; N. M. Norman, vice-pres. chge. of engrg.; Horton Fick, vice-pres. chge. of sales; Geo. F. Ford, sales mgr. bulk feed div.; L. R. Lyons, chf. engr. bulk feed div.; Roy Beicer, chf engr.; Winford Hickman, chf. resch. dev. **Dist. Repe.**—J. Alton Williams, Trussville, Ala.; Scott Boyer, Jacksonville, Fla.; R. E. Dunstan, Chesterfield, Mo.; T. A. Donnelly, Jeffersontown, Ky.; Henry Rauschenberg, Houston, Tex.; Ken Rohm, Muncy, Pa. **Adv. Agcy.** — Morris Timbes, Inc., 220 St. Michael st., Mobile, Ala.

DOUGLAS CO., THE, 620 12th ave., S., Minneapolis 4. License frames, die cast and pressure-sensitive emblems. C. T. Skanse, pres.; **Adv. Agcy.**—Revere Advertising, Minneapolis.

DOUGLAS & LOMASON CO., 5836 Lincoln ave., Detroit 8, Mich. Grilles, tubular products, seat frames, rolled sections, special stampings, garnish mouldings, glass channels, gravel shields, ash trays. W. K. Lomason, pres., gen. mgr.; Reginald MacArthur, vice-pres.; C. J. Beck, secy.; C. W. Finnimore, treas.; J. Connell, sales mgr.; P. A. Hartt, chf. tool engr.; R. F. McDonald, pur. agt.; R. Boccaroasa, mgr., Detroit plant.

DOUGLAS MFG. DIV. KINGSTON PRODUCTS CORP., Bronson, Mich. Automotive electrical parts; switches, wire terminals, special parts for original equipment, switches for household appliances, vacuum cleaners. J. Paul Johnson, pres.; W. C. Whorley, exec. vice-pres.; N. B. Higbie, gen. mgr.; T. W. Drury, dir. of sales and new products devel.; H. J. Ryan, sales mgr.; K. R. Cuyler, pur. agt.; T. F. McCarry, plant supt.; Nelson Weber, chf. engr.

DOUGLAS MOTORS CORP., 1234 N. 62nd st., Milwaukee 13, Wis. Western snowplows, Manley wrecking cranes. Douglas Deaman, pres., gen. mgr.; Burt Bathke, sales mgr. **Adv. Agcy.**—Ramsthal Advertising Agency Inc., West Bend, Wis. Clarence Schroeder, acct. exec.

DOUGLASS MUFFLER MFG. CO., 5638 E. Shull, Bell Gardens, Calif. Balanced exhaust systems, dual muffler sets, steel packed mufflers, fiberglass mufflers. Howard W. Douglass jr., pres.; Ruth A. Douglass, treas.; Ralph Blomquist, traf. mgr. **Det. Rep.**—Tom Coughtrie, 5637 Summit st., Sylvania, O.

DOW CHEMICAL CO., Midland, Mich. Chemicals, antifreeze, brake fluids, degreasing solvents, magnesium metal, plastics raw materials. Dr. L. I. Doan, pres.; Dr. M. E. Putnam, exec. vice-pres.; C. A. Campbell, vice-pres., secy.; Dr. J. D. Hanawalt, vice-pres.; R. H. Boundy, vice-pres., dir. of research; Carl A. Gerstacker, vice-pres., treas.; Donald Williams, vice-pres., dir. of corp. rel.; M. J. Hooker, adv. mgr.; D. K. Ballman, dir. of sales; W. R. Dixon, gen. sales mgr.; L. B. Grant, chemicals sales; J. P. Strouss, antifreeze sales; D. H. Gilmore, magnesium prod. sales; C. J. Williams, plastics sales; A. Smith jr., dir. of pub. rel. **Det. Rep.**—E. J. Quackenbush, Fisher bldg. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich. William Bachman, vice-pres.

DOW CHEMICAL CO., Textile Fibers Dept., Williamsburg, Va. Zefran acrylic alloy fiber; Lurex metallic yarns. Arthur E. Young, mgr.; Amos L. Ruddock, sales mgr. **Det. Rep.**—J. M. Hannan, John W. Gillette Co., Puritan Center bldg., Detroit 35. **Adv. Agcy.**—Anderson & Cairns, Inc., New York, N. Y. Julia Morse, acct. exec. (Lurex); Norman, Craig & Kummel, Inc., New York, N. Y. Ronald Mullins, acct. exec. (Zefran).

DOW CORNING CORP., Midland, Mich. Silicone rubber (Silastic), adhesives, compounds, defoamers, dielectrics, fluids, foam resins, greases, fiber finishes for leather and textiles, mold release agents, molding compounds, polishing agents, resins, varnishes and water repellents; organosilicon chemicals. Dr. W. R. Collings, pres.; Dr. S. L. Bass, vice-pres.; O. D. Blessing, vice-pres., sales mgr.; Dr. E. C. Britton, secy.; C. D. LaFollette, treas.; H. N. Fenn, prod. mgr.; Dr. M. J. Hunter, research dir.; R. S. Argyle, adv. mgr.; R. W. Caldwell, chief engr.; D. R. Coultrip, mgr. pur.; F. Cleverdon, traf. mgr. **Adv. Agcy.** — Anderson and Cairns, Inc., East 59th st., New York City (fiber finishes), Church and Guisewite Adv., Inc., McDonald st., Midland, Mich. (Sight Savers), silicones for industry.

DOW FURNACE CO., 12045 Woodbine ave., Detroit 39, Mich. Manufacturers of mechanized batch type controlled atmosphere heat treating furnaces, tempering furnaces and wash machines. D. B. Hofmann, treas.; L. Cosner, pres. and gen. mgr.; F. E. Harris, vice-pres. engrg.; J. J. Marshall, secy.; E. J. Balluff, asst. secy.; James N. Erie jr., sales mgr.; H. G. Wille, chf. engr.; W. J. Suvanto, serv. mgr. **Adv. Agcy.**—F. B. Hubert Advertising Counselors, Detroit 11, Mich. F. B. Hubert, acct. exec.

DOYLE VACUUM CLEANER CO., 225 Stevens st., S. W., Grand Rapids 2, Mich. Automotive vacuum cleaners. Dewey I. Doyle sr., pres.; Dewey I. Doyle jr., vice-pres., gen. sales mgr.; Walter B. Fitzgerald, field sales mgr.; Sally Hill, sales prom. mgr.; B. I. Braunschneider, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. G. D. Richter, acct. exec.

DRAMATURGY, INC., 2307 Chester ave., Cleveland 14, O., 415 E. 52nd st., New York 22, N. Y. Creator and producers of selling shows and exhibits. Rankin Bingham, pres.; Warren Smith, vice-pres., gen. mgr.; Jules Eshner, secy.; Rudolph Kukura, works mgr.; Robert Widener, sales mgr. **Det. Rep.**—Robert Widener, Whittier Hotel.

DRAW-TITE CO., 14857 Martinsville, Belleville, Mich. Custom built trailer hitches, cam tension trailer couplers. Wm. A. Whichello, pres., gen. mgr.; Harlan Whichello, works mgr.; R. E. Bohner, sales mgr. **Adv. Agcy.** — St. Claire, Detroit, Mich.

DREW & CO., INC., E. F., 15 E. 26th st., New York 10. Cooling system cleanser, cooling system stop leak, rust inhibitor and water pump lubricant, liquid and powder car washing compounds, grease removers for soak tank or spray washing, internal and external engine cleaners and decarbonizers, hydraulic brake fluids, rubber lubricants, steam cleaning compounds, floor cleaners, alkaline soak tank cleaners, paint strippers, paint spray booth compounds, electrolytic cleaners. Ernest F. Drew, pres.; John Haugen, asst. treas.; S. J. Loewenstein, secy.; P. Manocchio, prod. mgr.; S. H. Fellows, pur. agt.; W. S. Devine, traf. mgr.; A. A. Pariser, auto industrial sales mgr.

DRI-RITE CO., THE, 100 W. Chicago ave., Chicago 10, Ill. Water, oil and grease absorbents. I. A. Kane, vice-pres.; Theodore N. Perry, secy. J. C. Davies, sales mgr.

DRUGE BROTHERS MANUFACTURING CO., 888 92nd ave., Oakland 3, Calif. Engineering of manufacture/precision screw machine products for the automotive and industrial industry, air gauges, radiator fillers, blow guns, brake fluid pumps, quick couplers, automatic tire gauges, tire valve hardware and accessories, hand tire gauges. Dan O. Druge, pres.; Scott D. Kellogg, Tally Mastrangelo, vice-presidents; H. W. Kirkland, asst. secy.

DRY CLIME LAMP CORP., Greensburg, Ind. Infrared paint baking equipment. M. N. Kanouse, pres.; L. E. Kanouse, vice-pres. **Adv. Agcy.**—Tevie Jacobs Advertising. Morris Plan bldg., Indianapolis

DRYDEN RUBBER DIV., Sheller Mfg.

(Continued)

A checkup

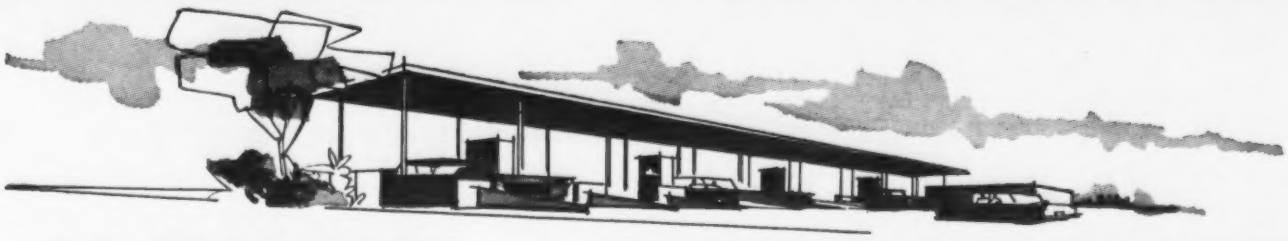
Of every 100 persons who get cancer 25 will be saved, 75 will die. Of these, many will die *needlessly*, because with present knowledge they could be saved by early detection and prompt treatment. Play fair with yourself and your family . . . have that cancer checkup soon.

and a check

There has never been enough money to carry on all the research that needs to be done. Can you afford to remain indifferent to the enemy that strikes 1 out of every 4 Americans? Your donation—large or small—can help save lives. Someday, perhaps your own.

NEW TODAY... DESIGNED FOR TOMORROW... TO GIVE YOUR CUSTOMERS

EXPRESSWAY PERFORMANCE!



ALEMITE

THE ONLY COMPLETE LINE OF SERVICE EQUIPMENT!

- **Deluxe lubricant pumps and drains**
- **Overhead hose reels**
- **Electronic wheel balancer**
- **New Cross-Sight Aligner**
- **Spray-Kleen Car Wash System**

Only Alemite offers you a complete, dependable source for all your modern service equipment needs. Alemite equipment not only gives you faster, longer-lasting service. It is backed by unmatched protection in writing. *Only Alemite offers:* (1) a 27-month "Sealed-in Air Motor" warranty... (2) a 12-month Equipment Warranty... (3) a 12-month warranty on high-pressure hose! And Alemite maintains 484 service centers coast-to-coast, to give prompt attention to any maintenance or repair problem.

Dept. AP-49, 1850 Diversey Parkway, Chicago 14, Illinois

Symbol of SW Excellence

ALEMITE DIVISION STEWART-WARNER CORPORATION

Who's Who in the Auto Industry

(Continued)

Corp., 1014 S. Kildare ave., Chicago 24, Ill. Molded and extruded mechanical and plastic goods, sponge rubber and hard rubber goods, rubber and metal adhesion goods, dipped rubber dense, molded or cast Polyurethane products and steering wheels. T. Bradley, pres. (Shelier Mfg. Corp.); M. J. Katis, vice-pres. and gen. mgr.; H. A. Winkelmann, vice-pres. and res. dir.; E. A. Goodman, vice-pres., mfg.; P. E. Young, vice-pres., engrg.; E. Gentry, pur. agt. **Det. Rep.**—A. C. Spierling, sales mgr.; H. P. Bemis, H. W. Weinberg, 8-158 General Motors bldg.

DU MONT LABORATORIES, ALLEN B., INC., 760 Bloomfield ave., Clifton, N. J. Du Mont enginscope and accessories. D. T. Schultz, pres.; Neil Uptegrove, adv. and sales prom. mgr.; Roger Stagnol, serv. mgr.; W. G. Fockler, chf. engr.; W. Voss, pur. agt.; E. E. Ecklund, auto. sales mgr.; A. Katz, traf. mgr.

DUNDAS CO., H. R., 9217 Weiss, Dallas 35, Texas. Canvas covers and metal frames—for pick-up trucks and stake trucks, tool kit and ground tarp for automobiles, tarpaulins for transport trucks, insulating blankets for trucks. Harry R. Dundas, pres., gen. mgr., chief engr., pur. agt.; Helen M. Dundas, treas.; Walter Armistead, works mgr.

DUNLOP TIRE AND RUBBER CORP., Buffalo 5, N. Y. Tires and tubes for automobiles, buses, trucks, farm vehicles and aircraft; a full range of imported tires; batteries; latex foam rubber products. J. M. Billane, pres. and treas.; L. D. Hartford sr., vice-pres. chge. of sales; R. C. V. Mackenzie, vice-pres. chge. of sales oper.; R. A. Burgoyne, vice-pres. chge. of mfg. res. and devel.; Vincent Richards, vice-pres. chge. sporting goods div.; W. H. MacKay, vice-pres. chge. ind. and pub. rel., secy.; E. D. Buckley, mgr. of pur.; D. G. Wager, compt.; E. C. Campbell, sales mgr., Pillo Foam Div.; Lester Hill, tire sales mgr.; F. T. Windsor, asst. to vice-pres. and mgr. battery sales; R. E. Kinnen, mgr. of adv. and sales prom.; C. S. McChesney, chf. engr.; R. Kirk Jones, traf. mgr. **Adv. Agcy.**—The Rumrill Co., 374 Delaware ave., Buffalo, N. Y.

DUNN, PAUL A. (Dunn Drive Controls), 2227 Elmwood ave., Buffalo 17, N. Y. Driving aids for the handicapped (all cars), throttle controls, hand controls, combination hand and foot controls, hand brakes, thruway throttles, dual controls, dimmer extensions. Paul A. Dunn, pres.; Paul Dunn III, vice-pres.; Marion Dunn, secy.; Linda Dunn, treas.; Victor Dunn, gen. mgr.; Bob Powell, works mgr.; John Spaehala, sales mgr.; Paul A. Dunn jr., adv. mgr.; chf. engr.; John Dunn, sales prom. mgr.; Robert Hartnet, pub. rel. mgr. **Det. Rep.**—Hi Dawson, 18000 Livernois ave., Detroit, Mich. **Adv. Agcy.**—J. Weisbeck, Williamsville, N. Y.

DUPLI-COLOR PRODUCTS CO., INC., 2440 S. Michigan ave., Chicago 16, Ill. Automotive and household touch-up, Dupli-Color touch-up spray gun, spark plug compressor and tire pump, kromefix, carfix, scratchmaster magic brush touchup, Dupli-Color spray enamel, Dupli-Color autospray touch-up. Sigmund E. Edelstone, pres.; W. V. Dunlop, exec. vice-pres. and gen. sales mgr. **Det. Rep.**—Grantello Sales Co., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Robert Race, Associates, Chicago, Ill.

DU PONT CO., INC., G. B., 5081 Deinmore rd., Birmingham, Mich. Self tapping screws, sheet metal screws, bolts, special cold headed products; Clevis, dowel and hinge pins; bumper bolts, rivets studs and metal stampings. Geo. B. DuPont, pres. gen. mgr.; Kent G. DuPont, vice-pres., mgr. Lapeer Div.; Alfred Fosmoen, vice-pres., mgr. Troy Div.; Richard Raynolds, secy.; Ward Bildson, treas.; Charles A. Williams, traf. mgr. **Det. Rep.**—C. H. Mercill.

E. I. DU PONT DE NEMOURS & CO., (INC.), Wilmington 98, Delaware. Nylon automotive upholstery and carpet yarns. L. R. Blackhurst, merch. mgr. (upholstery); Robert Emery, merch. mgr. (carpets); W. J. McGlynn (home furnishings); E. H. Ellis (home furnishings). **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., New York, N. Y. Henry Stewart, acct. exec.

Elastomer Chemicals Dept. Isocyanates for urethane foams, rubber chemicals, synthetic rubbers. C. B. McCoy, gen. mgr.; C. J. Harrington, sales dir.; C. K. Johnson, adv. mgr. **Adv. Agcy.**—N. W. Ayer & Son, Inc. Contact: A. L. Lightner.

Electrochemicals Dept. Chemicals for metal degreasing, thinning asphaltic prints, paint stripping, electroplasting and porcelain enamels for aluminum. D. O. Notman, gen. mgr.; R. B. K'Burg, sales dir.; P. R. Hendrixson, Det. mgr.; J. Swajeski, adv. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc. Contact: David Clark.

Explosives Dept. Explosive rivets. H. F. Brown, gen. mgr.; F. R. Wilson, sales dir.; H. R. Woodall, sales devel. mgr.; E. L. Thayer, adv. mgr. **Adv. Agcy.**—Charles L. Rumrill & Co., Inc. Contact: B. Jones.

Fabrics Div. "Fabrilite" supported vinyl upholstery, industrial coated fabrics. M. N. Nickowitz, dir. of sales; Norman A. Lynn, adv. mgr. **Det. Rep.**—John W. Richardson, Room 5-238 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, New York 17, N. Y. J. A. Taylor, acct. exec.

Film Dept. "Mylar" polyester film for decorative laminates on door panels, and base for metallic yarn in upholstery. D. F. Carpenter, gen. mgr.; J. E. Dean, sales dir.; W. B. Davis, sales mgr.; H. L. Taylor, adv. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc. Contact: E. Ruggles.

Finishes Div. Lacquers, enamels, a complete line of finishes for use by automotive manufacturers and refinishers. W. F. H. Mattiage, gen. mgr. fabrics and finishes dept.; J. B. Dietz, dir. of sales (finishes div.); G. H. Berlin, sales mgr. (refinish sales); L. M. Davis, adv. and prom. mgr. **Det. Rep.**—Heywood Johnson (sales mgr. Auto Mfrs. Sales), General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., New York 17, N. Y. J. A. Taylor, T. D. Richardson, acct. execs.

Photo Products Dept. Engineering reproduction materials, recording papers, and chemicals for oscillographic trace recording. J. M. Clark, gen. mgr.; H. L. Graham, sales dir.; P. P. Porter, adv. mgr. **Adv. Agcy.**—N. W. Ayer & Son, Inc. Contact: D. Means.

Polychemicals Dept. Plants at Arlington, N. J.; Parkersburg, W. Va.; Belle, W. Va.; Victoria, Tex., and Orange, Tex. "Lucite" acrylic resin, "Zytel" nylon resin, "Alathon" polyethylene resin, "Delrin" acetal resin, "Teflon" TFE-fluorocarbon resins, "Butacite" polyvinyl butyral resin safety-glass interlayer, "Zerone" and "Zerex" antifreeze. W. E. Salzenberg, gen. mgr.; C. D. Belland, J. H. Daughtridge, dirs. of sales; W. R. Easton jr., adv. div. mgr. **Det. Rep.**—E. F. Widlund, 13000 W. 7 Mile rd., Detroit 35, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., New York 17, N. Y. J. W. Johnson, acct. exec.

Textile Fibers Dept. Nylon automotive upholstery and carpet yarns; "Super Cordura" rayon yarn for tires, nylon for tire cord. A. E. Buchanan jr., gen. mgr.; F. B. Draper, sales dir.; E. F. Altmaier, adv. mgr.; L. R. Blackhurst, merch. mgr. (upholstery); Robert Emery, merch. mgr. (carpets); W. J. McGlynn, adv. mgr. (home furnishings); H. P. Brokaw, mgr. Akron Regional Sales Sec. (rubber industry). **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc. J. Goryl and Henry Stewart, acct. execs.

DURACLEAN CO., Duraclean bldg., Deerfield, Ill. Auto upholstery cleaning equipment and supplies. I. H. Marshall jr., pres.; G. Mauk, asst. to pres.; R. S. Kino, adv. mgr.; R. E. Ferrel, dir. of dealers; R. M. Neumann, merch. mgr.; L. J. Guitch, new dealer dir.; L. N. Nysted, chem. dir. **Adv. Agcy.**—Houston Advertising Agency, Deerfield, Ill.

DURAVAN DIV., Universal Sales Inc., Delaware, O. All-steel bodies, house-to-house and parcel delivery for Dodge chassis. G. W. Way, pres.; J. D. Burks, vice-pres., sales mgr.; Harry Humes, secy. and treas.

DUREZ PLASTICS DIV., Hooker Chemical Corp., 1935 Walck rd., North Tonawanda, N. Y. Durez® phenolic molding compounds and resins and Hetron® polyester resin (fire-retardant classification). A. W. Hanmer jr., vice-pres. in chge. of sales; Walter H. Prahl, resch. and devel.; Robert E. Dodd, sales mgr., resins; Frank C. Rowley, sales mgr., molding compounds; John P. Edwards, sales mgr., Hetron polyester resins; Clark R. Simmons, adv. mgr. (Niagara Falls, N. Y.); Charles W. Selover, mgr. purch. (Niagara Falls, N. Y.); A. Finger, traf. **Det. Rep.**—J. E. Emmett, molding compounds; K. J. Fuoco, resins, 503 Stephenson bldg., Detroit 2. **Adv. Agcy.** — The Rumrill Co., Rochester, N. Y. Herbert R. Hanson, acct. exec.

DURKEE-ATWOOD CO., 215 N. E. 7th st., Minneapolis 13, Minn. Automotive, fractional horsepower and industrial v-belts, radiator hose—curved, straight and flexible and exhaust. Dor-Tite sponge rubber weather-stripping, molded auto door and trunk gasket, friction, rubber and plastic tape, inner-tubes, adhesives and automotive chemicals, frost shields, tube and tire repair materials. H. C. Atwood, chmn. of bd.; E. P. Atwood, pres.; A. J. Traun, vice-pres. and mgr. of special sales; R. W. Atwood, mgr. automotive sales; C. B. Haley, mgr. indus. sales; C. F. Walz, vice-pres. and chief engr.; D. F. Pratt, legal counsel; D. F. McConnon, secy.; K. Van Auken, treas., traf. mgr.; W. K. Freed, pur. agt.; G. C. Brown, chief chemist. **Det. Rep.**—W. F. De Longe, c/o Durkee-Atwood Co., 17327 Wyoming, Detroit 19, Mich. **Adv. Agcy.**—Stevenson and Assoc., Plymouth bldg., Minneapolis, Minn. William Amundson, acct. exec.

DURO METAL PRODUCTS CO., 2649 N. Kildare ave., Chicago 39, Ill. Mechanics' hand tools. W. H. Odlum, pres.; Martin Tveter, vice-pres. and gen. mgr.; Ed Sladek, works mgr.; R. E. Behlen, sales mgr.; Ray Holt, chief engr.; H. Funk, pur. agt. **Det. Rep.**—H. Kitchen, Richmond, Ind. **Adv. Agcy.**—Irving J. Rosenblum, Chicago, Ill. Irving J. Rosenblum, acct. exec.

E

EAGLE-OTTAWA LEATHER CO., Grand Haven, Mich. Upholstering leather. Julian B. Hatton, pres.; Milton E. Burr, sales mgr.; Edward A. Meany jr., sales prom. mgr.; E. O. Harbeck, pur. agt.; Charles Mulder, traf. mgr. **Det. Rep.**—Eagle-Ottawa Leather Co., 1220 S. Woodward ave., Royal Oak, Mich. Roy R. Trevisan.

EAGLE-PICHER CO., THE, American bldg., Cincinnati 1, O. Compounds; floor degreasing and cleaning; molded and extruded rubber products (Ohio Rubber div.); fiber glass (sheet, strip, etc.); plastic fabricators and finishers; plastic high pressure laminations; plastic, polyester (resin); silicon, insulations, zinc. T. Spencer Shore, pres.; Wm. R. Dice, vice-pres.; Richard Serviss, secy.; Carl A. Geist, vice-pres., treas.; E. L. Gousedy, adv. mgr.; W. F. McCarthy, asst.; A. L. Kreamelmeyer, traf. mgr. **Adv. Agcy.**—Ralph H. Jones Co., Cincinnati, O. R. M. Geis, acct. exec.

EASTMAN CHEMICAL PRODUCTS, INC., Kingsport, Tenn. Plastics: Tenite acetate, propionate, Butyrate and Polyethylene for injection molding and extrusion. James C. White, chmn. bd.; Louis K. Eilers, pres.; S. E. Palmer, 1st vice-pres.; D. C. Williams, vice-pres. (plastics); E. C. Catheart, sales mgr.; M. K. Robinson, secy.; R. L. White, treas.; Dennis C. Guthrie, adv. mgr. **Det. Rep.**—John G. Slater, Eastman Chemical Products, Inc., 904-5 Stephenson bldg., Detroit 35. **Adv. Agcy.** — Fred Wittner Advertising, 581 Fifth ave., New York 17, N. Y. Charles Kopf, acct. exec.

EASY GLITTER WAX CO., 2616 Tamarind ave., West Palm Beach, Fla. Car wax, wash, cleaner and leather conditioner, anti-fogging product, synthetic chamois, silicone lubricants and white tire cleaner. Hal Fulenwider jr., partner; Marion K. Fulenwider, partner.

EATON MANUFACTURING CO., 739 E. 140th st., Cleveland 10, O. Officers: John C. Virden, chmn. of bd., pres.; R. H. Daisley, vice-pres.-planning; Wm. A. Mattie, vice-pres.-admin.; F. I. Goodrich, vice-pres.-admin.; Herbert S. Ide jr., vice-pres.-admin. and treas.; R. E. Fisher, vice-pres.-dir. of sales; Logan Monroe, vice-pres.-contr.; Paul E. Minsel, vice-pres. ind. rel.; Raymond G. Hengst, secy., gen. counsel; A. C. Paterson, asst. secy.; Hugh McKibbin, asst. secy.; E. W. Liptak, asst. contr.; Bryant L. Boatner, admin. of engrg.; M. D. Archangeli, gen sales mgr. General Office Per.: H. A. Williams, dir. of pur.; R. H. Gale, dir. of adv. **Adv. Agcy.**—Erwin Wasey, Ruthrauff & Ryan, Inc., New York (National). A. H. Laurence, acct. exec.; Clark & Bobertz, Inc., Detroit

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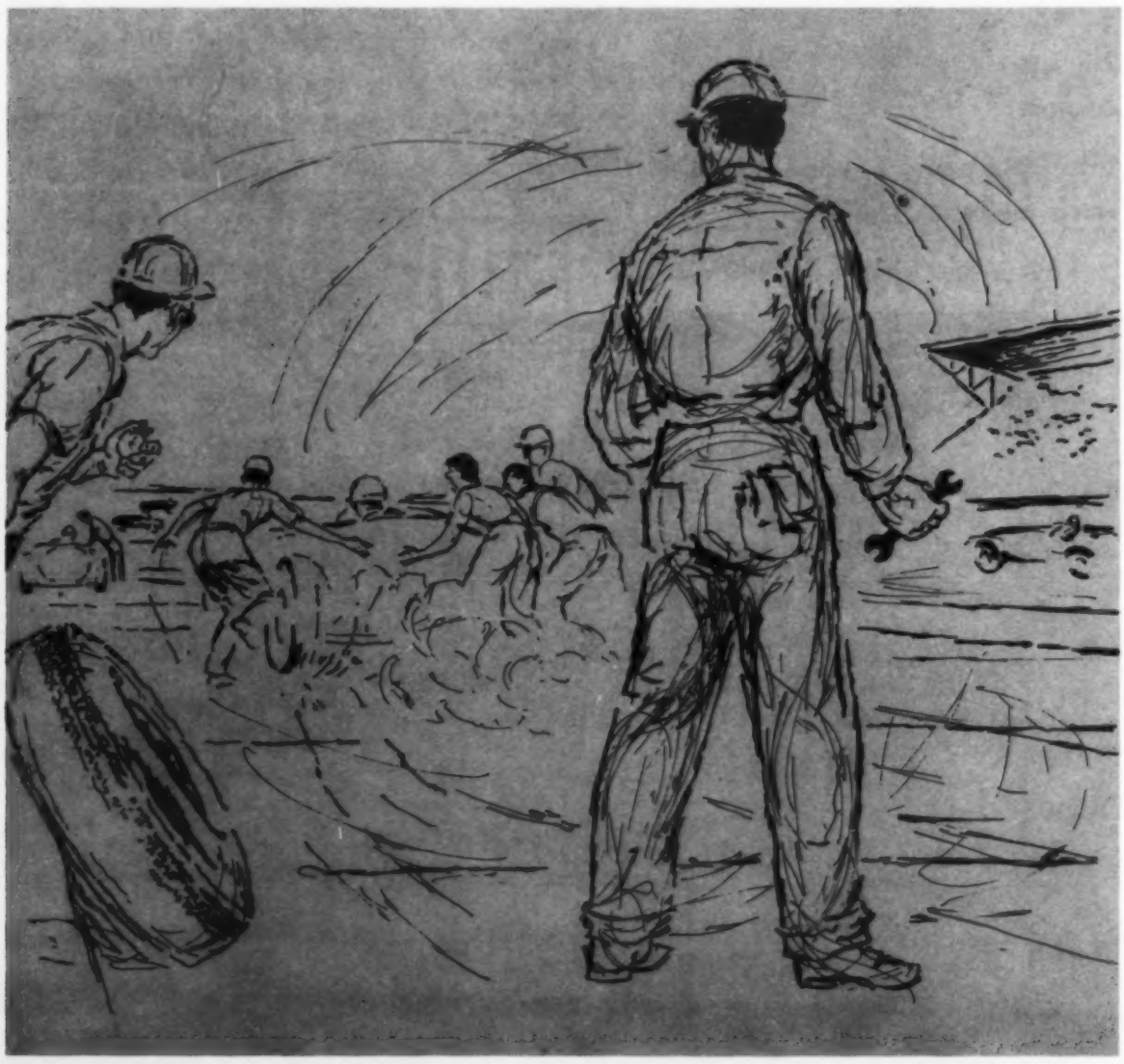

The guy with the wrench. He's the "man behind the man behind the wheel" ...the mechanic. Because he's symbolic of all mechanics whose know-how and mechanical skill help keep America rolling...and because of his valuable contribution to racing and the automotive industry as a whole, the makers of Wynn's Friction Proofing products—for the eighth straight year—will pay tribute to many of these men during 1959 with the coveted Winning Mechanic's Award.

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*Source: Publication Research Service Study No. 5

Young families
read the
CHICAGO SUN-TIMES
...more than any other paper

Who's Who in the Auto Industry

(Continued)

(Trade paper), L. A. Clark, acct. exec.; J. H. Maish Co., Marion, O. (Reliance Div.), Gordon Brunn, acct. exec. Kircher, Helton & Collett, Inc., Dayton, O. (Automotive Gear Div.); Griswold Eshleman, Cleveland, O. (Cleveland Worm & Gear Co.); James Lovick & Company Ltd., London, Ont., (Eaton Automotive Products, Ltd.), E. A. Westendorp, acct. exec.; Curtiss, Quinlan, Peck & Keene (Fuller Mfg. Co.), Harold Quinlan, acct. exec.

Aircraft Div., Battle Creek, Mich. Blades of stainless steel, titanium or other materials for jet and gas turbine engines, John F. Romans, gen. mgr.; H. M. Reigner, sales mgr.; R. G. Steven, plant pur. agt.

Automotive Gear Div., Richmond, Ind. Bevel gears—spiral, hypoid, zerol, straight and angular, straight spur gears, helical gears, flywheel ring gears, gear assemblies. G. W. Frame, gen. mgr.; L. M. Wright, mgr.-sales engrg.; C. H. Lohmann, plant pur. agt.

Axle Div., Cleveland, O. Single reduction, double reduction, and 2-speed truck axles and components. Front truck axles, tandem drive truck axles. R. C. Ochs, gen. mgr.; C. D. Christie, sales mgr.; B. M. Burns, service mgr.; W. H. Williams, plant pur. agt.; O. O. McKibben, pur. agt.-ser. parts.

Dynamatic Div., Kenosha, Wis. Dynamometers, induction clutches, drives, brakes, and speed control equipment for industrial applications. F. L. Hopf, gen. mgr.; J. M. Adair, sales mgr.; B. J. Ketchum, plant pur. agt.

Foundry Div., Vassar, Mich. Permanent-mold as well as shell-mold gray iron castings in a great variety of shapes and intricately-cored designs. P. W. Olson, gen. mgr.; E. V. Neeb, sales mgr. (Detroit); W. R. Peterhans, plant pur. agt.

Heater Div., Cleveland, O. Automotive heating-ventilating and defrosting systems. Automotive air conditioning units and parts, plastic components, magnetic clutches. R. F. Gamundi, gen. mgr.; H. C. Simons, sales mgr.; Chas. E. Janes, plant pur. agt.

Marion Forge Div., Marion O. Differential forgings, ring gear and pinion forgings, air brake components, motor truck axle shafts. T. A. Moretti, plant manager; C. D. Barnes, plant pur. agt.

Powdered Metals Div., Coldwater, Mich. Plain and plated powdered metal parts: iron, steel, bronze, brass. R. L. Pettibone, gen. mgr.; A. J. McDonald, sales engr.; Karl J. Koteles, plant buyer.

Pump Div., Marshall, Mich. Pumps for: Power steering, servo power booster, hydraulic transmissions, implement actuation, lubrication, converter supply. Viscous drives for automotive fans. W. R. Eames, gen. mgr. (Detroit); C. R. Palmer, plant pur. agt.; L. A. Selin, sales mgr. (Detroit).

Reliance Div., Massillon, O. Spring lockwashers, screw and washer assemblies, hose fasteners, snap and retainer rings, cold-drawn steel wire, lock nuts. C. A. Sellen, gen. mgr.; R. B. Little, sales mgr.; J. W. Morton, plant pur. agt.

Saginaw Div., Saginaw, Mich. Engine valve tappets, hydraulic valve lifters, anti-friction ball bearing screws, self-locking adjusting screws, engine valve-seat inserts. M. L. Zuehlke, gen. mgr.; J. S. Kerr, sales mgr. (Detroit), V. L. Larsen, plant pur. agt.

Spring Div., Detroit, Mich. Automotive chassis leaf springs, coil springs, valve springs, spring wire forms, spring steel stampings. E. H. Lindeman, gen. mgr.; R. G. Green, sales mgr.-leaf springs; R. D. Morrison, sales mgr.-coil springs; L. A. Kruger, plant pur. agt.

Stamping Div., Cleveland, O. Anodized aluminum and chrome plated steel automotive grilles and trim parts, fuel tank caps and necks, radiator pressure caps. E. M. de Windt, gen. mgr.; R. B. Fisher, sales mgr. (Detroit); W. G. Smith, plant pur. agt.

Valve Div., Battle Creek, Mich. Internal combustion engine valves, aircraft and automotive sodium-cooled valves. H. R. Johnson, gen. mgr.; D. D. Roberts, sales mgr.; J. B. Smith, plant pur. agt.

Central Research Div., South Euclid, O. A. S. Gill jr., mgr.; William Park, plant pur. agt.

Detroit Research Laboratory, Detroit, Mich. Sidney Oldberg, dir. of automotive research.

Eaton Automotive Products, Ltd., London, Ont., Canada. Engine valve tappets, spring lockwashers, screw and washer assemblies, automotive heating-ventilating systems, 2-speed axles, plastic components. W. A. Paterson, vice-pres., gen. mgr.; L. R. McCallum, vice-pres.-sales; A. R. Neilson, plant pur. agt.

Spring Perch Co., Inc., Lackawanna, N. Y. Motor truck leaf springs, automobile chassis springs, spring steel stampings. J. E. Fawcett, res. mgr.; E. C. Ehlers, plant pur. agt.

Eaton S. A.-Industria de Pecas e Accessories, Sao Paulo, Brazil. Internal combustion engine valves. Tasso Pinheiro, director president.

Fuller Manufacturing Co., Kalamazoo, Mich. 4, 5 and 10-speed unit-mounted, manually shifted transmissions; 8, 9 and 10-speed unit-mounted, semi-automatic RoadRanger transmissions; 2 and 3-speed auxiliary transmissions; reversing transmissions — unit-mounted and auxiliary; torque converters for industrial and automotive purposes; remote controls—manually and power-shifted. Harold E. Brey, executive vice-pres. & gen. mgr.; Jos. A. Packard, gen. sales mgr.; Rollie B. World, dir. of pur.

Unit Drop Forge, Milwaukee, Wis. Camshafts, crankshafts, gear blanks, engine, tractor and truck parts. Edward L. Block, vice-pres.-gen. mgr.; Jack F. Kierman, sales engr.; George J. Houting, pur. agt.

Shuler Axle Co., Louisville, Ky. "One-Piece" tubular commercial trailer axles, front steering forged I-beam and tubular truck axles, heavy duty "light weight" mechanical brakes for air or vacuum applications. All in a complete range of sizes for heavy duty requirements. F. E. O'Callaghan, jr., pres.-gen. mgr.; R. W. Carter, mgr. ser. sales; R. J. Everhart, pur. agt.

The Cleveland Worm & Gear Co., Cleveland, O. Standard and special worm gear speed reducers, standard line worm gearing for built-in applications, worm gearing to customer specification, worm geared screwjacks, worm geared feeder tables;—and through the Speed Variator Div., mechanical variable speed drives. George H. Acker, pres.; Ralph E. Dittoe, sales mgr.; Karl A. Krantz, pur. agt.

The Farval Corp., Cleveland, O. Automatic and manually-operated centralized lubrication systems for either oil or grease. George H. Acker, pres.; Lee O. Witzenburg, vice-pres.-sales; Karl A. Krantz, pur. agt.

ECHLIN MFG. CO., Rt. 1 at Alps rd., Branford, Conn. Automotive electrical parts. J. E. Echlin, pres., gen. mgr.; D. R. G. Williams, vice-pres., plant mgr.; Margaret Sundgaard, secy.; H. M. Leonard, vice-pres., treas.; A. E. Moeller, internal sales mgr.; H. T. Dubendorff, field sales mgr.; B. E. Bibley, pur. agt. Det. Rep.—A. T. Thorn, 14885 Kentfield ave. Adv. Agcy.—Humbert & Jones, New York, N. Y.

ECONOMY ELECTRIC LANTERN CO., INC., 810 N. 6th ave., Sturgeon Bay, Wis. Flashing lantern, twin beam lantern, sealed beam lantern (all dry cell operated). Wiley P. Montgomery, pres.

EDELMANN & CO., E., 2332 Logan blvd., Chicago 47, Ill. Hydrometers, battery fillers, servicers, ignition timing lights, battery service kits, brass fittings, tools, jobbers and dealers brass fitting assortments, flexible lines, cooling system analyzers, pressure radiator caps, stainless steel gas tank caps, locking gas tank caps, fenderwell caps and regular radiator caps. R. Edelmann, pres.; J. Swift, works mgr.; K. R. Reifenberg, vice-pres.; D. M. Hanson, gen. sales mgr.; H. J. Lutz, pur. agt.; Martin Roth, traf mgr. Adv. Agcy. — Burlingame-Grossman, Chicago, Ill.

EDWARDS IRON WORKS, Div., Copco Steel and Engineering Co., 2901 So. Main st., South Bend 23, Ind. Truck trailers, truck bodies and truck equipment. J. E. Beaudway, pres.; E. A. Sommer, vice-pres.; Wade Leslie, chge. of mfg.; Frank Kovatch, serv. mgr.; G. M. Stephens, parts and acct. mgr.; C. J. May, traf. mgr. Adv. Agcy.—Lincoln J. Carter Adv. Agency, 40 Sherland bldg., South Bend, Ind. L. J. Carter, acct. exec.

EFFE COMPANY, 5278 Dickerson ave., Detroit 13, Mich. Lighting equipment, gaskets, parts and accessories for foreign cars. F. H. Prevot, pres. and sales mgr.

EINSON FREEMAN CO., INC., Starr and Borden aves., Long Island City 1, N. Y. Window and instore displays of cardboard, vacuum formed plastic, etc. with or without light and motion for automotive and other manufacturers. N. J. Leigh, chmn., bd. of dir.; William H. Scoble, pres.; A. Hailparn, chmn. exec. comm.; Robert R. Wechsler, exec. vice-pres., treas.; Harvey J. Engel, vice-pres., secy.; A. H. Schmitz, vice-pres. chge. prod. Det. Rep. — J. J. Wilber, 2075 Penobscot bldg. Adv. Agcy.—L. E. McGivena & Co., New York, N. Y.

EIS AUTOMOTIVE CORP., N. Main st., Middletown, Conn. Hydraulic brake parts, hydraulic brake fluid, hydraulic brake master cylinders, hydraulic brake wheel cylinders, brake cables, brake tools. E. I. Schwarz, pres.; M. L. Schwarz, vice-pres.; J. W. Gilfix, treas.; B. M. Schwarz, secy.; Ross Chastain, sales mgr.; Coleman Weiss, asst. sales mgr. Adv. Agcy. —Furman Co., Inc., New York City.

ELASTIC STOP NUT CORP. OF AMERICA, 2330 Vauxhall rd., Union, N. J. Self-locking nuts. W. F. McGuinness, pres.; F. A. Hofmann, vice-pres.; A. G. Prangley, vice-pres., secy.; G. J. Oberst, treas.; D. E. Lally, gen. sales mgr.; D. B. Sorenson, asst. sales mgr.; Bruce F. Linck, sales prom. mgr.; E. F. Howell, pur. agt. Det. Rep.—Walter H. Riley, 2480 W. Maple, Birmingham, Mich. Adv. Agcy.—G. M. Basford Co., New York 17, N. Y. Sam Nuspliger, acct. exec.

ELCO LUBRICANT CORP., Cleveland 9, O. Gear lubricants and lubricant additives. D. R. Barber, pres.; Wm. Cox jr., vice-pres.; H. W. Niemeier, secy. and treas.; George Hoffmann, tech. dir.; R. K. Smith, sales mgr.; L. D. Taylor, pur. agt. Det. Rep.—W. J. Allard, 415 Fisher bldg., Detroit 2.

ELECTRA MFG. CO., 4051 Broadway, Kansas City, Mo. Voltage regulators, and battery chargers. Gordon Groth, pres.; V. A. Woodell, vice-pres., gen. mgr.; L. L. Sealy, vice-pres., sales; D. E. Aitken, pur. agt. Adv. Agcy.—Valentine Radford, Kansas City, Mo. James Jones, acct. exec.

ELECTRIC AUTO-LITE CO., THE, Toledo 1, O. General Products Group: Wire and Cable conductors and insulations including all types of special instruments; direct and remote gauges and controls; light and special metal fabrication, embossing, coining and plating and anodizing; compression and injection plastic molding; plastic-metal and plastic-ceramic combinations and assemblies; optics, hydraulic, mechanical and electrical devices and mechanisms, and grey iron castings. Electrical Products Group: Electrical and Electro-Mechanical systems, Components and Devices; Electrical Power Sources, Controls and Actuators including generators, regulators, distributors, starting motors and special motors. Ceramic Group: Spark Plugs for automotive, aircraft, farm, marine and commercial use, and special oxide ceramics and refractories for use at high temperatures. Battery Group: Automotive, Aircraft, Farm, Transport and Special Batteries. Metal Fabricating and Finishing div.: Heavy metal drawing, stamping, fabrication and polishing, functional and ornamental zinc and aluminum die casting, machining, painting and sub-assemblies; heavy nickel and chrome plating. J. P. Falvey, pres.; C. M. Adams, J. A. Cappi, F. H. Drummond, T. W. Flood, R. D. Kelly, J. H. Lambrix, R. Twells, L. A. Wine, G. A. Kessel, F. M. Wistert, R. E. Valk, L. L. Garber, J. J. Bohmrich, vice-presidents; I. O. Goodnight, treas.; F. J. Kennedy, vice-pres. secy.; D. B. Seem, vice-pres. & dir. of adv.; R. H. Bayer, compt.; C. W. Meyer, asst. compt.; Clarence Abel, asst. secy.; W. E. Blank, vice-pres. mktg.; D. J. Holmes, traf. mgr. Detroit Office—New Center bldg. Adv. Agcy.—Grant Advertising, Inc., Detroit, Mich. Gordon Miller, Joseph Wilson, acct. execs.

ELECTRIC AUTO-LITE CO., THE, Wire and Cable Div., 3529 24th st., Port Huron, Mich. Magnet, battery and high tension cables, primary and aircraft wire, wiring harnesses. Toledo Office, J. P. Falvey, pres.; R. E. Valk, vice-pres., group exec.; F. J. Kennedy, secy.; I. O. Goodnight, treas.; D. B. Seem, adv. mgr.; S. T. Rose, group sales mgr. Port Huron Office: E. A. McNally, plant manager; D. M. Skirving, sales mgr.; K. L. Gackel, asst. sales mgr.; R.

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A. Barker, mgr. of engrg.; A. L. Bailey, pur. agt.; E. MacDonald, traf. mgr. **Adv. Agcy.**—Grant Advertising, Inc., 2900 Guardian bldg., Detroit.

ELECTRIC AUTOPULSE DIV., Walbro Corp., 6242 Garfield st., Cass City, Mich. Electric fuel pumps. W. E. Walpole, pres., treas.; N. M. Hurry, vice-pres. sales; W. C. Eberline, chf. engr. **Adv. Agcy.**—Campbell Co., Ann Arbor, Mich.

ELECTRIC SPRAYIT DIV. of Thomas Industries, Inc., 410 South Third st., Louisville 2, Ky. Plant at Sheboygan, Wis. Air compressors, portable paint sprayers. Lee B. Thomas, chmn. of bd.; Frederick Keller, pres.; William L. Tierney, vice-pres. in chge. of sales; Frank C. Doyle, treas.; R. H. Mathisen, secy.; Henry Holmer, chief engr.; Del Wakeman, dir. of adv.; Charles Troxel, plant mgr. **Adv. Agcy.**—Henri, Hurst & McDonald, Inc., 121 W. Wacker dr., Chicago 1, Ill. Al Stone, acct. exec.

ELECTRIC STORAGE BATTERY CO., THE, 42 South 15th st., Philadelphia 2, Pa. Storage batteries for all types of automotive equipment, aircraft, marine and industrial applications. C. F. Norberg, pres.; C. G. Grimes, dir. of research; K. W. Green, dir. of pur. **Automotive Div.,** 246-286 E. 131st st., Cleveland 8, O. F. J. Port, gen. mgr.; H. N. Roberts, gen. sales mgr.; T. G. Tynan, mgr., repl. sales, proprietary brands; J. P. Casserly, mgr., nat. accts. sales; G. W. Linn, mgr., adv. & prom.; W. A. Healy, mgr. of mfg.; J. F. Macholl, dir. of engrg.; R. M. Stadick, gen. traf. mgr.; D. A. Campbell, pur. agt. **Det. Rep.**—L. P. McCarthy and W. Duncan, 10600 Puritan ave.

ELECTRO PRODUCTS CO., 445 East 189th st., New York 58, N. Y. Complete line of automotive test equipment. Exhaust gas analyzers, mileage testers, tachometers. Testers for batteries, coils, condensers, distributors, generators, regulators, resistors, starter motors, etc. A. J. Florio, gen. mgr.; J. Foggan, serv. mgr.; M. Crisci, prod. mgr.

ELGIN MACHINE WORKS, INC., 412 No. State, Elgin, Ill. Automotive replacement parts. Martin Skok sr., pres. and gen. mgr.; Martin Skok jr., vice-pres.; Frieda Burren, secy.-treas. **Adv. Agcy.**—Wayne Rogers, 57 E. Jackson blvd., Chicago, Ill.

ELKHART WELDING & BOILER WORKS, INC., 2132 S. Main st., Elkhart, Ind. House trailer chassis and boltfast hitches. A. M. Bock, pres. and gen. mgr.; G. L. Bock, vice-pres.; Douglas D. Bock, secy.; Wallace B. Bock, vice-pres. in chge. of sales; Calvin V. Bock, treas.; DeVon L. Franklin, plant supt.

ELLIS CO., THE, 11676 East Nine Mile rd., Warren, Mich. "UNICUT" tire regrooving machine. J. H. Ellis, pres., sales mgr.; Wilbur Rollet, mgr. **Det. Rep.**—J. H. Ellis, 11676 East Nine Mile rd., Warren, Mich.

ELLIS MILLS, INC., A. D., Monson, Mass. Upholstery fabrics, wool broadcloths. Bedford cords. D. W. Ellis, pres.; E. Hobson, gen. sales mgr.; R. L. Gibson, secy.; D. W. Ellis jr., treas. **Det. Rep.**—L. J. Colby, 710 Fisher bldg.

EMEROL MANUFACTURING CO., INC., 331 N. Main st., Port Chester, N. Y. Oil additives. W. G. Pierce, pres.; D. Koppele, asst. to the pres. **Adv. Agcy.**—Bass & Co., Inc., 50 Broad st., New York 4, N. Y.

EMESS TOOL & CHEMICAL CORP., 11 Warren st., New York 7, N. Y. Metal spray gun, cold tinning mercury paste, solvent. Morris M. Savedoff, pres.

EMKAY, INC., 6850 Cottage Grove, Chicago 37, Ill. Automobile leasing. Michael Braude, pres.; Paul Hartrich, vice-pres., sales; Larry Somerman, mgr., inven. dept. chge. of car pur. and sales; Bernard Wahle, gen. mgr.

E-M-T ENTERPRISES, P. O. Box 435, St. Louis 3, Mo. Offices: 4030 Chouteau bldg., St. Louis, Mo. Rear door safety locks (sold exclusively to the car manufacturers). Earl Trammell jr., owner and pres. **Adv. Agcy.** — Hall Scott & Associates, Detroit, Mich.

ENGINE ACCESSORIES MFG. CO., 5801 E. Beverly blvd., Los Angeles 22, Calif. Electro-Charge battery chemical, Auto-Timer, Triple-Fire spark plugs, stripping and Wierd-O-Cals, fuel pressure regulator, Gane air-flow needles, Octa-Gane water injector, Improved Lifetime bronze filters, Brakekote. Ernest J. Newhouse, pres.; Bobbie O'Boyle, secy.; John Beach, gen. mgr.; John Merlino, plant mgr.; Walter Wall, works mgr. **Adv. Agcy.** — Vanderboom, Hunt, McNaughton, Inc., Los Angeles.

ENGINEERING DIV., CHRYSLER CORP., 12800 Oakland Ave., P. O. Box 1118, Detroit 31, Mich. Complete engineering service (including design and testing of all Chrysler Corp. automotive products). Paul C. Ackerman, vice-pres.-engr.; Virgil M. Exner, vice-pres. and dir. of styling; H. R. Steding, exec. engr.-product programming; Ernest P. Lamb, exec. engr.-administration; H. M. Bevans, exec. engr.-car chassis, electrical, and truck engrg.; Alan G. Loufbourrow, dir. of engrg.; Karl Pfeiffer, exec. engr.-laboratories and vehicle testing; George J. Huebner jr., exec. engr.-research; Clifford B. Doty, exec. engr.-body; W. M. Schmidt, exec. stylist; J. K. Harness, chf. patent counsel.

ENGLER INSTRUMENT CO., 250 Culver ave., Jersey City 5, N. J. Hubodometer, AC hour log, DC hour log, industrial travel log, automotive travel log, AC hour meters, DC hour meters, wink counter tachograph. Howard G. Engler, pres.; Clifford E. Engler, vice-pres. **Adv. Agcy.**—Ray Ellis Advertising, Chatham, N. J.

ENGWALD CORP., THE, 125 Sheridan blvd., Inwood, L. I., N. Y. Carbon monoxide exhaust system (garage exhaust), welding fume exhausters, blower units. Alfred Engelmann, pres.; G. Mueller, chf. engr.; Martin Siegel, secy.-treas. and gen. mgr.; Edward Raman, works mgr. **Adv. Agcy.**—Zam Kirshner, Inc., New York 36, N. Y. Iz Zam, acct. exec.

ENJAY COMPANY, INC., 15 West 51st st., New York 19, N. Y. Butyl rubber that can be used in over 100 places in the construction of automobiles. Combines high resistance to aging, abrasion, tear, chipping or cracking, ozone or corona, chemicals and gases, heat, cold, sunlight and moisture. J. E. Wood III, pres.; A. B. Boehm, exec. vice-pres.; W. H. Peterson, mgr., Butyl div.; J. P. Haworth, Eastern div. mgr.; W. F. Wadt, Western div. mgr. **Det. Rep.**—G. H. Lowden, 16301 W. Seven Mile rd., Detroit 35. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y.

EQUIPMENT MANUFACTURING, INC., 21550 Hoover rd., Detroit 5, Mich. Racks—stacking type, metal fabricating, material handling equipment, railroad shipping car equipment. E. A. Skae, pres.; L. G. Burgess, vice-pres., treas., gen. mgr.; D. H. Burgess, secy.; F. B. Hilliger, vice-pres. in chge. sales; A. J. Nagy, adv. mgr.; R. Wroblewski, chief engr.; T. A. Adams, pur. agt.; L. A. Scherer, traf. mgr. **Adv. Agcy.**—Denman and Baker, Inc., 1012 Buhl bldg., Detroit, Mich.

EQUIPTO DIV., Aurora Equipment Co., Aurora, Ill. Steel shelving, parts bins, counters, sales tables, work benches, tool toters, stock carts, toolroom equipment, lockers and display tables. John C. Dunham, pres.; Floyd D. Keck, vice-pres.; M. L. Dunham, secy.; Paul Streit, dir. of sales; Jack Rice, pur. agt. **Adv. Agcy.**—Arthur Mogge Co., Chicago, Ill.

ERO MANUFACTURING CO., 714 W. Monroe, Chicago 6, Ill. Automobile seat covers, luggage carriers and covers, wedge cushions. Howard F. Leopold, pres. and chmn. of bd.; Wm. Heiman, vice-pres.; R. P. Keckeisen, treas.; Chas. D. Satinover, secy.; J. Schnadig, gen. mgr.; Guy Austin, chief engr.; M. M. Gordon, pur. agt. **Adv. Agcy.**—J. H. Fisher Associates, Inc., Chicago, Ill.

ESSO STANDARD OIL CO., 15 West 51st st., New York 19, N. Y. Petroleum and petrochemical products. Wm. Naden, pres.; E. D. Reeves, exec. vice-pres.; R. H. Scholl, B. L. Ray, O. V. Tracy, J. J. Winterbottom, T. W. Moore, H. J. Voorhies, vice-presidents; G. M. Buckingham, secy.; L. R. Moore, treas.; R. M. Gray, adv. mgr.; D. F. Dickey, serv. station dev. div. mgr.; A. J. Kelly, gen. mgr., pur. dept.; R. A. Appleman, gen. traf. mgr.; B. F. Meglaughlin, pub. rel. mgr. **Det. Rep.**—Penola Oil Co., 14300 McNichols rd., W. **Adv. Agcy.** — McCann-Erickson, Inc., New York, N. Y. R. J. Farricker, vice-pres.

ETHYL CORP., 100 Park Ave., New York 17, N. Y. Products: Gasoline antiknock compounds, diesel ignition improver, gasoline control compound, oil soluble dyes, sodium (metallic), propyl nitrate, ortho-alkylated phenol antioxidants, ethyl chloride, ethylene dichloride and hydropolymer oil. E. L. Shea, chmn. of bd.; B. B. Turner, pres.; J. A. Costello, M. P. Murdock, and G. F. Kirby, vice-presidents; W. R. Perdue, vice-pres. and treas.; J. J. Frey, asst. vice-pres., sales; B. T. Pruitt, mgr., domestic sales; R. B. Weston, mgr. of adv. and sales prom.; R. K. Scales, gen. mgr., resch. labor, at Detroit; G. O. Hayes, gen. mgr. mfg. dept.; D. M. Guy, dir. tech serv.; H. J. Gibson, tech. dir. resch. labor, Detroit; E. Bartholomew, dir. tech. staff, Detroit; W. G. Lovell, dir. chem. resch., Detroit; R. V. Kerley, dir. prod. application; B. R. Jones, mgr. passenger car div.; C. E. Colvin, dir. of pur. and traffic, Baton Rouge; J. E. Boudreau, dir. pub. rel.; C. H. Zeanah, asst. dir. pub. rel.; S. B. Rodi, dir. of employe rel. **Adv. Agcy.** — Petroleum Industry, U. S. and foreign (other than Canada); Young & Rubicam, Inc., 285 Madison ave., New York 17, N. Y. G. T. Sewall, acct. exec. Petroleum Industry, Canada—H. F. Stanfield, Ltd., 67 Richmon st., West, Toronto, Ont.; David S. Evans, acct. exec.; Chemicals—H. B. Humphrey, Alley & Richards, Inc., 370 Lexington ave., New York 17, N. Y. H. O. Nadler, acct. exec.

EUROPEAN MOTOR PRODUCTS INC., P. O. Box 668, 1999 Roberta st., Riverside, Calif. Special camshafts, fuel filters, oil filters and shop tools; magnetic drain plugs; valve guides and guide tools; instrument panels; bumper stiffeners. Joseph M. Haughey, pres., works mgr., sales mgr.; H. M. Haughey, vice-pres., treas., gen. mgr.; Harmon C. Brown, secy. **Adv. Agcy.**—Hogan & Vecchio, Riverside, Calif.

EVANS PRODUCTS CO., 13101 Eckles rd., Plymouth, Mich. Auto-loaders, D-F loaders (freight cars), bicycles and velocipedes, truck and bus heating and ventilating equipment, Evanite plywood, Douglas fir lumber, molded plywood products, chair backs, battery separators, metal stampings. E. S. Evans jr., pres.; R. B. Evans, (new products development); Ben Colman, (loading and stampings div.), vice-pres.; J. M. Russell, controller; G. M. Shueder, vice-pres. and wks. mgr.; Harvey Chapman, chief engr.; E. W. Peterson, (loading div.); F. A. Keihn, vice-pres. (bus and truck heating and vent. div.); G. Faurie, vice-pres. (bicycles and velocipedes); W. J. Ritchie, vice-pres., (West Coast div.), sales mgrs.; J. W. Cheetham, dir. of pur.; Howard Stine, serv. mgr.; S. Hudson, mgr. adv., sales prom., pub. rel.

EXCEL CORP., 1120 N. Main st., Elkhart, Ind. Auto CV vent wings, front and rear framed door window assemblies, rear framed quarter window assemblies, framed back light assemblies, bus sash, truck CV vent wings and framed door window sash, radiator grilles, roll sections, small stampings and assembly work. Harold Edwards, chmn. of the bd.; D. L. Rutter, pres.; T. W. Holt, exec. vice-pres.; R. E. Flanders, vice-pres.; L. W. Fritz, treas.; O. M. Edwards, secy.; John C. Gilmer, sales mgr., auto. div.; H. E. Ruppert, sales mgr. spec. prod. div.; R. Henrickson, pur. agt.; J. R. Wiley, admn. engr. **Det. Office**—Fisher bldg., Detroit 2, Mich. John C. Gilmer and J. B. Devany, sales representatives

EXCEL BODY CORP., Durant, Okla. School and passenger bus bodies. M. C. Murrell, pres.; Jay R. Burns, vice-pres.; C. L. Wiggs, vice-pres., secy.; E. A. Tate, plant mgr.; W. V. Jouret, adv.-sales.

EX-CELL-O CORP., 1200 Oakman blvd., Detroit 32, Mich. Standard precision boring, turning and facing machines; cam type precision boring machines; special purpose production machines; precision thread grinders; tool grinders; Jet blade finishing machines, vertical precision boring machines, vertical precision contouring machines; lapping machines; hydraulic power units; grinding and boring spindles; railroad pins and bushings; broaches and cutting tools, drill jig bushings; aircraft and miscellaneous production parts; dairy equipment, rotary torque actuators; numerically controlled machines. H. Glenn Bixby, pres. and gen. mgr.; James K. Fulks, exec. vice-pres.; Milton B. Montgomery, vice-pres. of mfg.; Donald H. McIver, vice-pres. of ind. sales; George D. Scott, vice-pres. of pure-pak sales; Earl E.

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GENERAL MANAGER, DE SOTO DIVISION.

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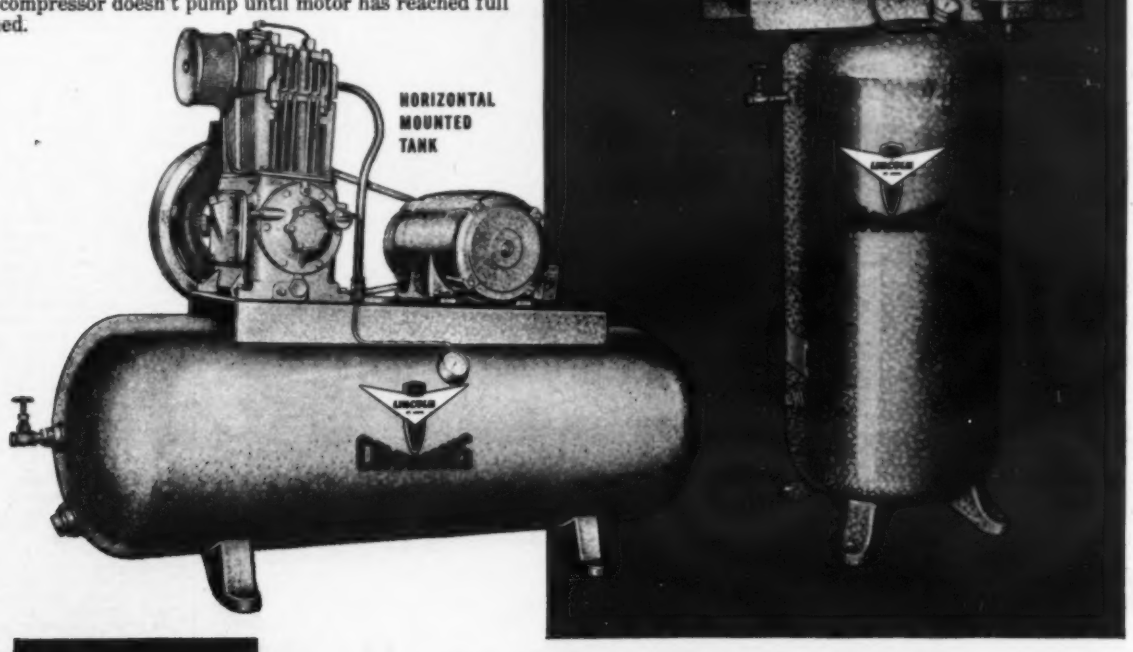

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FONTAINE TRUCK EQUIPMENT CO., INC., 1232 North 37th pl., Birmingham, Ala. No-Slack fifth wheels, heavy duty machinery trailers, dump bodies, auxiliary gas tanks, Kwik-Kupel axles. J. P. K. Fontaine, pres.; A. Bruce Crenshaw, vice-pres.; Virginia Peters, secy.-treas.; C. D. Sullivan, mgr. trailer div. Adv. Agcy.—George & Glover, Atlanta, Ga.

FOOTE INDUSTRIES, P. O. Box 9172, 1010 So. Washington ave., Lansing, Mich. Manufacturing of trailer hitches and marine products. L. C. Foote, pres.; Jerry A. Fletcher, sales mgr.

FORD MOTOR CO., The American Road, Dearborn, Mich. Ford, Thunderbird, Mercury, Lincoln, Edsel and Continental passenger cars; Ford trucks, tractors, farm equipment; industrial engines and parts and accessories. Henry Ford II, pres.; Ernest R. Breech, chmn. of bd.; C. R. Beacham, vice-pres. and asst. gen. mgr., Ford Div.; J. S. Bugas, pres. indl. rel. and vice-pres. int'l group; D. J. Davis, vice-pres., mfg. res.; I. A. Duffy, vice-pres body group; John Dykstra, vice-pres. mfg., vice-pres., defense prod. group; Benson Ford, vice-pres. and chmn., dir. policy bd.; William C. Ford, vice-pres., prod. planning and styling; W. T. Gossett, vice-pres. and gen. counsel; A. A. Kucher, vice-pres. engrg. and resch.; Tom Lilley, vice-pres. and gen. mgr., Ford Intl. div.; R. S. McNamara, vice-pres., car, truck group; A. R. Miller, vice-pres. and contr.; B. D. Mills, vice-

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FORD DIV., Ford Motor Co., Rotunda Dr. at Southfield rd., P. O. Box 608, Dearborn, Mich. Assembles Ford passenger cars and trucks. Manufactures industrial engines, paint, trim and artificial leather. J. O. Wright, vice-pres., gen. mgr.; C. R. Beacham, vice-pres., asst. gen. mgr.; G. B. Price, exec. asst. to gen. mgr. and asst. gen. mgr.; L. E. Krieg, warranty and policy mgr.; Holmes Brown, pub. rel. mgr.; H. E. Lewis, program timing mgr.; E. R. Hanson, programming mgr.; G. H. Brown, mktg. res. mgr.; M. W. Welty, ind. rel. mgr.; Will Scott, prod. planning mgr.; D. W. Lee, truck planning mgr.; C. F. Baldwin jr., spec. projects mgr.; D. E. Petersen, car planning mgr.; T. B. Case, Thunderbird planning mgr.; C. E. Bosworth, gen. pur. agt.; L. H. Hyde, machined parts dept. pur. agt.; L. J. Heinle, stamped parts dept. pur. agt.; H. L. Kohlmeier, serv. parts dept. pur. agt.; R. F. Moore, trim material dept. pur. agt.; L. W. Kaul, spec. assem. dept. pur. agt.; E. B. Rickard, div. contr.; G. J. Fischer, asst. div. contr.; W. A. Beers, asst. div. contr.; H. A. Matthias, chief engr.; H. F. Copp, asst. chief engr.; J. L. Hooven, exec. engr., Thunderbird engrg.; D. N. Frey, exec. engr., car prod. engrg.; F. E. Sandberg, exec. engr., truck engrg.; F. J. Hooven, exec. engr., advanced car engrg.; E. L. Klinge, exec. engr., advanced truck engrg.; W. A. Foisom, gen. mfg. mgr.; Page Noll jr., mfg. facilities mgr.; J. S. Canterbury, material cont. mgr.; Milo Dean, qual. control dept. mgr.; M. P. Havstad, admn. dept. mgr.; W. J. Cooper, gen. sales mgr.; Guy Hamilton jr., exec. asst.; L. A. Iacocca, car mktg. mgr.; Wilbur Chase, truck mktg. mgr.; W. K. Barclay, mktg. serv. mgr.; H. W. Cook, fleet sales dept. mgr.; C. J. Seyffer, dir. rel. mgr.; H. D. Hubbs, parts and serv. oper. mgr.; R. W. Hicki, parts and access. prog. and supply dept. mgr.; J. B. Browning, parts and serv. prom. mgr.; C. T. Doman, nat'l serv. mgr.; J. H. Klacking, depot oper. mgr.; E. D. McDougal, depot serv. dept. mgr.; J. F. Bachman, indl. engine dept. mgr. **Reg. Sales Mgrs.**—C. G. Johnston, northeastern; J. S. Snyder, southeastern; P. O. Larson, Great Lakes; J. P. Roberts, midwestern; R. F. Leonard, central; R. R. Anfin, southwestern; M. S. McLaughlin, western.

FORD INTERNATIONAL DIV., Ford Motor Co., P. O. Box 207, Dearborn, Mich. Tom Lilley, vice-pres., gen. mgr.; P. F. A. Prance, exec. asst. to gen. mgr.; R. E. Krafve, vice-pres., Canadian activities; Forrest D. Murden, pub. rel. mgr.; W. L. McKee, reg. dir. Latin America; W. M. Grimes, prod. planning mgr.; D. R. Learned, staff exec. European mfg. activities; H. E. Jones, reg. dir. Europe and Egypt; J. W. Sundelson, staff exec. planning and dev.; G. W. Malone, gen. fin. mgr. and div. contr.; V. S. Menger, asst. gen. fin. mgr.; R. P. Foley, genl. sales mgr.; N. F. Bowe, asst. gen. sales mgr.; D. E. Irwin, ind. rel. mgr.; E. R. Isbell, gen. mfg. mgr.; J. T. Robertson, asst. gen. mfg. mgr.; P. J. Fuller, div. pur. agt.; H. A. Bolenski, chf. engr.; R. M. Campbell, gen. attorney.

FORD INTERNATIONAL DIV., Ford Motor Co., Overseas Distributors and Export Supply Operations, Harborside Terminal bldg., 34 Exchange Place, Jersey City 2, N. J. V. Z. Brink, Overseas distributors and export mgr.; R. N. Conn, Overseas distributors mgr.; D. B. Kitterman, export supply mgr.

FOREIGN CARS CORP. of Florida, 1812 S. Andrews ave., Ft. Lauderdale, Fla. Importers of Lloyd line of German built passenger and commercial cars. F. Wells Shearer, pres., gen. mgr.

FOREMAN MFG. CO., 5353 S. State st., Chicago 9, Ill. Trailer axle and running gear assemblies, trailer chassis, boat-trailer, steel utility trailers and special trailers of all types. E. J. Richards, gen. mgr.; J. E. Richards, sales mgr.; L. J. Maher, chief engr. **Adv. Agcy.**—Jacobson & Tonne, Chicago, Ill.

FORMSPRAG CO., 23601 Hoover rd., Warren, Mich. Sprag type over-running clutches. J. Lawrence Buell, jr., pres.; E. R. Davies, treas.; Paul R. Trigg, jr., secy.; Charles F. Trapp, jr., vice-pres., sales. **Adv. Agcy.**—Gray & Kilgore, Inc., 18718 Grand River ave., Detroit 23, Mich. Robert N. Blatchford, acct. exec.

FORT STEUBEN METAL PRODUCTS CO., Duquesne, Follansbee, W. Va. Steel Shelving, parts bins, work benches, shop equipment. Joseph Stern, pres.; Albert W. Robinson, vice-pres., treas.; Constance K. Olivetti, secy.; Daniel L. Noble, traffic mgr.; **Det. Rep.**—Ben Mack, 13135 Nadine Ave., Huntington Woods, Mich. **Adv. Agcy.**—Tri State Publishing Co., Steubenville, O.

FOSTER AND KLEISER DIV., W. R. Grace & Co., 1675 Eddy st., San Francisco 19, Calif. Outdoor advertising in Washington, Oregon, California and Arizona. L. H. Odell, pres.; G. E. Mack, vice-pres. and treas.; N. F. Lawler, exec. vice-pres., sales; C. H. Dana, vice-pres. in chg. of branch oprns.; M. F. Anderson, vice-pres. western sales devel.; R. E. Leonard, vice-pres, eastern sales devel.; New York Office: 375 Park ave., W. J. Treganowen, vice-pres. and mgr.; Chicago Office: Karl Eller, vice-pres. mgr.; Detroit Office, M. J. Nielsen, vice-pres., mgr.

FOSTER-BUILT BUNKERS, INC., 1238 W. Harrison st., Chicago 7, Ill. Dry ice truck bunkers (refrigeration units). L. R. Foster, pres. **Adv. Agcy.**—Frank C. Nahser, Inc., Chicago, Ill.

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FOXCRAFT PRODUCTS CORP., P. O. Box 128, Huntingdon Valley, Pa. Fender skirts, spare wheel carriers, auto top carriers and visors. Jack Finkle, pres.; Jule Finkle, secy., traf. mgr.; Moe Finkle, treas.; Art Finkle, sales mgr. **Det. Rep.**—N. Hollerbach. **Adv. Agcy.**—Shaw & Schreiber, Philadelphia, Pa.

FRAM CORP., Providence 16, R. I. Oil, air, fuel and water filters and replacement cartridges. Steven B. Wilson, chmn. of bd.; T. H. Belling, pres.; D. A. Glover, secy.; A. F. Pettet, exec. vice-pres.; R. W. Haslehurst, treas.; Hugh H. Keough, gen. pur. agt.; Howard E. Robinson, vice-pres., chge. of sales; R. T. Kosten, vice-pres. in chge. jobber sales; Harry K. Nagel, sales mgr. (export div.); Mark A. Fuller, sales prom. and adv. mgr.; William Arnold, traf. mgr. **Mfrs. Sales Div.**—Fram Corp., Dexter, Mich. Ralph H. Card, vice-pres.; R. G. Hogan, sales mgr. **Adv. Agcy.**—Marschalk and Pratt, Div of McCann-Erickson, Inc., 460 Park ave., New York 22, N. Y. Edwin J. Benedict, acct. exec.

FRANK-DEWEY CO., INC., THE, 12334 Stark rd., Livonia, Mich. All electric truck refrigeration unit, hydroease power brakes, check oil metering tanks. Marvin D. Swain, pres., sales mgr.; J. E. Bales, vice-pres., pur. agt.; Frank E. Etzler, secy.-treas.; Thomas Haushalter, chief engr. **Det. Rep.**—Wm. J. Moffatt, 8307 Henry Ruff rd., Garden City, Mich.

FRANKLIN BODY & EQUIPMENT CORP., 1042 Dean st., Brooklyn 38, N. Y. Ambulances, mobile dental labs., hospitals and blood banks, refrigerated bodies, buses, police patrol units and van bodies. Max Raskin, pres., treas.; Barnett Parker, vice-pres. pur. agt.; Leon Raskin, secy.; J. Seigel, wks. mgr.; Wm. Raskin, sales mgr.; Daniel Giannetti, traf. mgr. **Adv. Agcy.**—Givaudan Adv., Inc., New York, N. Y.

FRANKLIN CO., INC., BERNARD, 2900 Hedley & Bath sts., Philadelphia 37, Pa. Steel shelving, parts bins, factory stools, stock carts, hand and platform trucks, dollies. R. Bernard, E. Featherman, vice-presidents; S. Weiss, sales mgr.; R. Adams, adv. mgr.

FRASER PRODUCTS, Div. of Detroit Gasket and Mfg. Co., 501 W. Chisholm st., Alpena, Mich. Floor coverings, rear compartment mats, seaming laces and bindings. L. H. Diehl, pres., gen. mgr.; J. L. Barrett, W. E. Ritter, L. H. Diehl jr., vice-presidents; E. W. Diehl, secy-treas.; C. H. Carroll, gen. sales mgr.; J. O'Neil, plant mgr., Alpena; C. H. Strauss, pur. agt. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich. Richard Werner, acct. exec.

FREEMAN & FREEMAN, INC., 600 Grant st., Denver 3, Colo. Porcelainize. William A. Freeman, pres.; Walter M. Appel, vice-pres.; Mildred A. Freeman, secy.-treas.; Kenneth A. Carter, gen. mgr.; A. E. Bugenhagen, works mgr. **Adv. Agcy.**—George S. Minot, Adv., Alameda, Calif.

FRICK-GALLAGHER MFG. CO., Wellston, O. Steel shelving, parts bins, rotating bins, rotating nail bins, rotating drill rod racks, rotating tube racks, warehouse tables, pallet racks. Joe P. Gallagher, pres.; Harold J. Geitz, vice-pres., gen. mgr.; Paul H. Frick, secy.-treas., adv. and sales mgr.; George Ramsey, traf. mgr.; E. L. Forstner, asst. sales, adv. mgr.; E. H. Mount, chf. engr.; D. A. Dobbins, pur. agt. **Det. Rep.**—Robert W. Rediski, 18444 Grand River. **Adv. Agcy.**—John P. Eldridge, 1015 Packard bldg., Philadelphia 2, Pa. John P. Eldridge, acct. exec.

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FRIEZ INSTRUMENT DIV., BENDIX AVIATION CORP., 1400 Taylor ave., Baltimore 4, Md. Meteorological instruments, temperature and humidity recorders, humidistats, barometric switches, pressure transducers, high definition closed circuit television systems. Vernon D. Hauck, gen. mgr.; Russell B. Stevenson, gen. sales mgr. Murray Kanes, dir. of engrg.; H. J. Grady, pur. agt.; **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich.

FRIGIKAR CORP., 1602 Cochran, Dallas, Tex. Refrigerated car, truck and bus air conditioners. Bert J. Mitchell, pres.; Barron M. Moody, production vice-pres.

FRIGIQUIP CORP., 3724 N. May ave., Oklahoma City 12, Okla. Gene Byrd, vice-pres.; H. Dale Jordan, secy.-treas.; R. L. Maier, chf. engr.; Frank Manley, plant contr.; Kennith H. Boman, credit mgr. **Adv. Agcy.**—Ackerman Associates, Classen Terrace bldg., Oklahoma City, Okla. Al Feigal, acct. exec.

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FRY PRODUCTS, INC., 2900 Coolidge Hwy., Detroit, Mich. Seat covers. W. L. Fry, pres., sales mgr.

FUELCHARGER CORP., 8800 Grinnell ave., Detroit 13, Mich. Gasoline injection systems for spark ignition engines, automatic speed-density air-fuel mixture controls, quick-come apart, easy clean nozzles, etc. Ben G. Parsons, pres.; M. D. Parsons, vice-pres., treas.; J. A. Mallory, secy.; Jas. D. Campbell, chief engr. **Adv. Agcy.**—F. W. Marschner, Fisher bldg., Detroit, Mich.

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FULLER TOOL CO., 4000 W. Eleven Mile rd., Berkley, Mich. Special cutting tools of high-speed steel and tungsten carbide. Walter Fuller, gen. mgr.; Wm. Fuller, prod. mgr.; Edward Fuller, sales mgr.; James, George and Ernest Fuller, all partners; John Marlin, pur. agt. **Adv. Agcy.** — Hall-Scott. John Rogers, acct. exec.

FULTON CO., THE, 1912 S. 82nd st., Milwaukee 14, Wis. Trailer couplings and hitches, bumper clamps, retractable caster wheels, trailer tongue stands, mirror glare-shields, traffic light finders, boat tie-downs, frame bumper hitch, inside visors, general purpose winches and winch stands. A. L. Fulton, pres.; B. R. Weber, vice-pres., mfg. and engr.; R. K. Smith, vice-pres., sales; J. N. Johnson, secy. and pur. agt.; G. E. Worcester, sales mgr. **Adv. Agcy.**—Thorp Adv., West Allis, Wis.

FULTON SYLPHON DIV., Robertshaw-Fulton Controls Co., 2400 Cumberland ave., Knoxville 1, Tenn. Bellows, bellows devices, seals, automotive thermostats. T. T. Arden, pres.; W. D. Miller, vice-pres., gen. mgr.; J. R. Holcombe, asst. secy.; S. W. Steele, gen. oprns. mgr.; G. L. Ogdin jr., gen. sales mgr.; E. D. Rogers, adv. mgr.; L. M. Puster, chief engr.; Fred Coker, pur. agt.; J. R. Ruggles, pub. rel. mgr. **Det. Rep.**—George F. Schnell, 8406 W. McNichols rd., Detroit. **Adv. Agcy.**—Lavidge & Davis, Inc., Knoxville, Tenn.

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G G SALES & MANUFACTURING CO., 5058 W. Wolfram st., Chicago 41, Illinois. Adjustable trunk-lid lash. E. Glave, pres.

G & M BATTERY CO., INC., 2620 W. Warren ave., Detroit 8, Mich. Batteries (auto, bus, truck, industrial). Donald J. Coller, pres. and treas.; R. Gabryelski, vice-pres. and secy.

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GABRIEL CO., 1148 Euclid ave., Cleveland 15, O. Direct acting shock absorbers. John H. Briggs, pres.; L. W. Klein, vice-pres. chge. of merchandising; Robert T. Hood, vice-pres. and treas.; Leonard H. Davis, vice-pres.; J. R. Ewing, vice-pres. chge. of sales; I. J. Samuelson, plant mgr.; Ralph H. Whisler jr., chief engr.; H. J. Christ jr., dir. of pur.; R. T. Hood, contr. and treas. **Det. Rep.**—E. A. Bachle, 2205 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Gray & Rogers, 12 S. 12th st., Philadelphia, Pa.

GAGNIER FIBER PRODUCTS CO., 10151 Capital ave., Oak Park, 37, Mich. Fasteners for attaching trim and insulator panels, moulding, etc., to metal structure. George E. Gagnier, pres.; F. T. Gagnier, vice-pres.; N. M. McCubbin, secy-treas.; R. E. Scott, engr.

GALION ALLSTEEL BODY CO., Division of Hercules Galion Products, Inc., S. Market, Galion, O. Hydraulic hoists, platform bodies, hydraulic tailgates, conversion hoists, semi-trailer bodies, refuse removal bodies, dump trailers, steel dump bodies, telescopic hoists, rock bodies, van bodies, truck mixers. David Van Alystyne jr., chrmn. of bd.; E. Paul Monroe, pres.; Oliver C. Henkel sr., vice-pres.; F. Bizzantz, vice-pres., res. and dev. J. L. Mozley, asst. to pres.; Alfred Dangler jr., exec. vice-pres; J. Robert Melish, secy.-treas.; W. A. Hoy, adv. mgr.; J. E. Jack, sales mgr.; C. R. Heinlen, pur. agt.; K. J. King, chief engr. **Adv. Agcy.**—Howard Swink Advertising Agency, Marion, O. Marion Burton, acct. exec.

GANTNER INDUSTRIES, INC., 5726 Dempster st., Morton Grove, Ill. Metal and plastic Kleenex tissue dispensers. Edward G. Gantner sr., pres.; Robert J. Gantner, vice-pres.; Edward G. Gantner jr., treas.; A. W. Klobucar, secy. **Det. Rep.**—Neimor Corp., 19550 Harper ave., Harper Woods, Mich.

GAR WOOD INDUSTRIES, INC., Wayne, Mich. Hydraulic hoists, dump bodies, load-packer refuse collection bodies, power take-offs, elevating end-gates, pole derricks, hydraulic pumps, truck cranes, hydraulic snow plow controls, truck winches, automotive wheel trim. E. F. Fisher, pres.; D. J. Davis, dir. of sales; J. W. Considine, secy.-treas.; H. H. Hippler, genl. sales mgr., truck equipment; A. M. Guthrie, gen. sales mgr., construction equipment; R. W. Zahniser, adv. and sales prom. mgr.; G. H. Bickley, asst. adv. and sales prom. mgr.; A. J. O'Brien, vice-pres., engrg.; J. R. Hager jr., vice-pres., mfg.; W. A. Glimn, dir. of pur.; L. C. Baggott, dir. indl. rel. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. E. H. Mammen, acct. exec.

GARDEN STATE TANNING, INC., Franklin at Locust sts., Fleetwood, Pa. Genuine upholstery leather for automobiles and furniture. A. H. Fried, pres.; Charles Kennedy, genl. mgr.; C. Allen, wks. mgr.; Larry Berman, pur. agt. **Det. Rep.**—H. W. Neale Associates, 21770 Morley, Dearborn.

GARDNER DISPLAYS CO., 467 Melwood st., Pittsburgh 13, Pa. Traveling shows, expandable truck bodies, exhibits, animated models, training aids, point of sale displays. M. C. Stetter, chmn. of bd.; J. M. Crookston, pres.; D. A. Tuttle, secy.-treas. **Det. Rep.**—Gardner Displays Co., Frank T. Noftz, 15139 West Eight Mile rd., Detroit 35. **Adv. Agcy.**—Vic Maitland & Associates, 2 Gateway Center, Pittsburgh, Pa. Hugh MacDonald, acct. exec.

GATES RUBBER CO., THE, 999 S. Broadway, Denver 17, Colo. Fan belts, radiator and heater hose for cars and trucks and fractional HP belts for light machinery and equipment. C. C. Gates, pres.; John Gates, secy.-treas.; Charles Korsoski, vice-pres. (automotive and hardware div.); C. H. Mingle, vice-pres., dir. of mktg.; D. D. Minshall, sales mgr. (automotive div.); M. T. Gilkison, dir. ind. sales div.; W. H. Reichardt, mgr. O.E.M. sales; Ralph Heckman, vice-pres., dir. of adv.; Stan Johnson, auto adv. mgr.; Harry D. Brown, dir. of pur.; V. O. Wall, traf. mgr.

GEAR GRINDING MACHINE CO., 3901 Christopher, Detroit 11, Mich. Universal joints (constant velocity); geargrind machines for grinding gears, splines, rolls, serrations, contract custom grinding. Roland Lehr, pres.; F. F. Miller, vice-pres., sales; Harold Ward, contr.; R. J. Welke, pur. agt.; W. F. Wilson, exec. vice-pres.

GEHRINGER & FORSYTH, 16151 James Couzens hwy., Detroit 21, Mich. Wool and synthetic fabrics, genuine leather, imitation leather, carpeting, functional decorative plastics, upholstery buttons, alloy cast belts, and castings. Ray E. Forsyth, pres.; Charles L. Gehringer, vice-pres.; Earl R. Forsyth, treas.

GEM MFG. CO., 2535 S. State st., Chicago 16, Ill. "Caddy" headlight rims, headlight and fender trims, bull noses, hot rod accessories, grille and hood ornaments. Sam Menashe, pres.; Lillian Menashe, secy.-treas.

GEMMER MFG. CO., Div. of Ross Gear and Tool Co., Inc., 6400 Mt. Elliott ave., Detroit 11, Mich. Steering gears. M. R. Liles, gen. mgr.; Charles F. Hammond, chief engr. research and development; W. N. Marske, contr.; George Bissett, sales mgr.; H. Grover, serv. mgr.; Frank I. Webster, pur. agt.; A. D. Lawson, asst. pur. agt.

GENERAL ARMATURE & MFG. CO., Lock Haven, Pa., Mill Hall, Pa. and Atlanta, Ga. Armatures, generators, starters, field coils, fractional horsepower motors and electric rotating motors designed for special application. W. J. Skamarak, exec. vice-pres. and gen. mgr.; A. D. Mehall, treas. and contr.; A. C. Potratz, secy., asst. treas. and works mgr.; D. R. Richardson, sales mgr.; L. H. Yoxtheimer, asst. sales mgr.; W. H. Lee, engrg.; L. B. Brown, pur. agt. **Adv. Agcy.**—Cahn-Miller, Inc., 413 N. Charles, Baltimore 1, Md.

GENERAL AUTOMOTIVE SPECIALITY CO., INC., 10-40 45th ave., Long Island City 1, N. Y. Switches for starting, lighting and ignition. Ben F. Hermann, pres.; Eugene Herman, works mgr.; Ronald B. Hermann, sales mgr.; Abe Jaffe, chief engr.; Paul Mannina, pur. agt. **Det. Rep.**—Mark L. Berman, 2722 Webb ave.

GENERAL DROP FORGE CORP., 1738 Elmwood ave., Buffalo 7, N. Y. Closed die drop forgings (alloy, carbon and stainless steel). J. E. Martin, pres.; L. L. Melick, vice-pres., secy.; W. J. Hoshal, treas.; John J. Morrissey, vice-pres., gen. mgr.; Joseph Starich, wks. mgr.; John Kidwell, chf. engr.; William E. Barnes, pur. agt.; A. D. McMillan, ship. and rec. mgr. **Adv. Agcy.**—The Allman Co., Detroit, Mich.

GENERAL ELECTRIC CO., Miniature Lamp Dept., Nela Park, Cleveland 12, O. Suburban and other headlamps, headlamps, utility lamps, spotlights, truck, miniature signal utility lamps and glow lamps. K. G. Reider, genl. mgr.; W. H. Robinson jr., mgr.; G. F. Davis, sales mgr.; J. W. Fleischer, mgr. Motor City Sales dist. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Inc., Cleveland, O. C. K. Patrick, acct. exec.

GENERAL FINANCE CORP., 1301 Central st., Evanston, Ill. Automobile financing, small loan and insurance. Byron S. Coon, chmn. of bd.; Ray E. Titus, vice-chmn. of bd.; E. F. Wonderlic, pres.; R. B. Scott, exec. vice-pres. and treas.; F. J. Csar, vice-pres., gen. counsel; P. H. Brown, W. D. Whitemna, J. R. Chapline, E. S. Reinhard, R. J. Trenkmann, vice-presidents; W. F. Barclay, vice-pres.; G. K. Grabbe, secy.

GENERAL GRILLE CO., 2111 S. Michigan ave., Chicago 16, Ill. Manufacturers of complete line of automobile replacement radiator grilles for domestic and imported models. Howard A. Winkelman, pres., gen. mgr.; Robert B. Winkelman, vice-pres., asst. gen. mgr., pur. agt.; A. Antonini, works mgr. **Det. Rep.**—Mel Knopf, 24350 Condon ave., Oak Park, Mich. **West Coast Rep.**—A. Grinberg, 4452 Hazeltine, Sherman Oaks, Calif.

GENERAL LOGISTICS DIV., Aeroquip Corp., 2929 Floyd st., Burbank, Calif. Load control and cargo tie-down equipment; Weblock buckles and straps; Ropelock and ratchet buckles; web and rope cargo nets; litter brackets; helicopter hooks; stud attachment fittings; track for second decking, for aircraft, missile, industrial, general freight transportation, cargo handling, and materials handling uses. Peter F. Hurst, pres.; F. W. Corwin, secy.; Wayne G. English, treas.; Allan B. Fredhold, gen. mgr.; R. W. Mosher, sales mgr.; Norm Maher, adv. mgr. Eastern sales mgr., L. S. Haynes jr., Aeroquip Corp., Jackson, Mich. **Adv. Agcy.**—Fred M. Randall Co., 1032 Book bldg., Detroit 26, Mich. Charlie Keller, acct. exec.

GENERAL MOTORS ACCEPTANCE CORP., 1775 Broadway, New York 19, N. Y. Sales financing. Charles G. Stradella, pres.; J. A. Callan, T. W. Towell and J. O. Zimmerman, exec. vice-presidents; W. B. Adsit, G. Brackenridge, T. F. Gentleman, R. M. Howard, D. Hull, E. E. Hutcheson, J. H. Norweb, J. M. Pomeroy, W. Harold Rowe, E. C. Sanders, W. G. Schick, A. P. Slocum, W. H. Wilson, J. B. Wright, vice-presidents; A. S. Brush, treas.; P. C. Van Valkenburgh, compt.; W. D. Rhew, secy.; Henry M. Hogan, gen. counsel. **Adv. Agcy.** — Campbell-Ewald Co., Inc., New York, N. Y.

GMC TRUCK & COACH DIV., 660 South blvd., E., Pontiac, Mich. Light, medium and heavy trucks (gas and diesel); inter-city and parlor coaches (gas and diesel); parts for above. P. J. Monaghan, gen. mgr.; T. E. Wilson, gen. mfg. mgr. R. L. Ganter, div. compt.; R. C. Woodhouse, gen. sales mgr. (trucks); J. P. McManus, dir. of pur.; C. V. Crockett, chief engr.; C. F. Dick, genl. sales mgr. (coaches); E. A. Maxwell, per. dir.; B. W. Crandell, dir. of pub. rel.; R. T. Jennings, merch. mgr.; E. W. Hall, adv. mgr. (coaches); Sheldon Little, C. R. Lewis, asst. chief engrs.; A. A. Shantz, Fed. Gov't. sales mgr. (trucks); W. L. VandeWater, exec. asst. to gen. mgr. in chge. of dir. rel.; J. M. Gilroy, asst. gen. sales mgr. (trucks); G. W. Sheldon, fleet sales mgr. (trucks); R. K. Russell, asst dir. of pur.; J. B. Mosely, eastern reg. mgr. (trucks); J. E. Singer, western reg. mgr. (trucks). **Adv. Agcy.**—McCann Erickson, New York, N. Y.

GENERAL MOTORS CORP., 1775 Broadway, New York 19, N. Y.; General Motors bldg., Detroit 2, Mich. Automobiles, trucks, diesel locomotives, diesel marine and industrial engines, aviation motors, electric refrigerators, electric motors and products pertaining thereto. Albert Bradley, chmn.; Frederic G. Donner, chmn. of bd., chmn. of fin. comm.; John F. Gordon, pres.; Louis C. Goad, exec. vice-pres. in chge. of auto and parts divs.; George Russell, exec. vice-pres. in chge. of fin.; Joseph A. Anderson, vice-pres., gen. mgr., A. C. Spark Plug div.; Charles A. Chayne, vice-pres. chge. engrg. staff; Edward N. Cole, vice-pres., gen. mgr. Chev. div.; Robert M. Critchfield, vice-pres. chge. process dev. staff; John J. Cronin, vice-pres. chge. mfg. staff; Anthony De Lorenzo, vice-pres. chge. of pub rel. staff; Nelson C. Dezendorf, vice-pres., gen. mgr. electromotive div.; James E. Goodman, vice-pres., in chge. of body and assembly group; R. Samuel McLaughlin, vice-pres., chmn. of bd. of GM of Canada, Ltd.; Lawrence R. Hafstad, vice-pres. chge. of res. staff; Henry M. Hogan, vice-pres., gen. counsel; Elis S. Hoglund, vice-pres., asst. gen. mgr. GM Overseas div.; William F. Hufstader, vice-pres. chge. of distr. staff; Thomas H. Keating, vice-pres, pass. car div. Carl H. Kindl, vice-pres. chge. overseas and Canadian group; Edwin C. Klotzburger, vice-pres., gen. mgr. Fisher Body div.; Semon E. Knudsen, vice-pres., gen. mgr., Pontiac div.; Roger M. Kyes, vice-pres. chge. of Dayton, household appl. and GMC truck group; Herman F. Lehman, vice-pres., gen. mgr. frigidaire div.; William L. Mitchell, vice-pres., in chge. of styling staff; Philip J. Monaghan, vice-pres., gen. mgr. GMC Truck and Coach div.; Edward B. Newill, vice-pres., gen. mgr. Allison div.; Cyrus R. Osborn, vice-pres., chge. engine group; Edward T. Ragsdale, vice-pres., gen. mgr. Buick div.; Edward Riley, vice-pres., gen. mgr. Overseas div.; James M. Roche, vice-pres., gen. mgr. Cadillac div.; Louis G. Seaton, vice-pres., chge. of pers. staff; Sherrod E. Skinner, vice-pres., chge. of access. group; Clarance Stanley, vice-pres., chge. of pension fund and invest. coordinator; Jack F. Wolfram, vice-pres., gen. mgr. Oldsmobile div.; Richard C. Gertenberg, treas.; Ralph C. Mark, comptr.; George A. Brooks, secy.

GENERAL SUPPLY CO., 1920 McGee Trafficway, Kansas City 8, Mo. Branch Office: 1820 "D" st., Sacramento, Calif. GS260 air compressors, tire service truck bodies, trestles, stiff leg stabilizers, tire dismount stands, wheel spinners, tire builder-spinners, hand buffers (tubeless tire), matrix carts, bead hooks & chain slings. W. G. McDowell, pres.; Sam B. McDowell, vice-pres., gen. mgr.; John Wilson, secy., treas.; S. M. Lovell, works mgr., chief engr.; Harding Schumacher, sales mgr.; George Rollheiser (west coast sales mgr.); Don R. Hilker, adv., sales prom. and pub. rel. mgr.; Donald G. Liter, pur. agt.; Paul Webb, parts & acc. mgr.; Albert Townsell, traffic mgr. **Adv. Agcy.**—Potts-Woodbury, Inc., 2233 Grand ave., Kansas City, Mo. Jerry Moseley, acct. exec.

GENERAL MOTORS CORP., Ternstedt Division, 6307 West Fort st., Detroit 9, Michigan. Automotive hardware: Door locks, deck locks, manual and power seat adjusters, manual and power window regulators, hinges, window frames, aluminum, steel and stainless steel moldings, chrome plated and painted die castings, seat springs, stampings and rolled sections, manual and power vent windows. L. R. Schreiner, gen. mgr.; F. O. Riley, chf. engr.; W. M. Daley, pur. agt.

GENERAL MOTORS OF CANADA, LTD., William st., E. Oshawa, Ontario, Canada. Cars, trucks and automobile engines. Edwin H. Walker, pres. and gen. mgr.; E. J. Umphrey, vice-pres. and dir. of sales; Harold E. Pierson, vice-pres., compt. and treas.; Frank W. Correll, asst. compt. and secy.; William E. Austin, asst. to the pres.; George W. Read, vice-pres. and mfg. mgr.; L. A. Hastings, asst. dir of sales, Western Reg.; L. C. Workman, asst. dir. of sales, Eastern Reg.; D. M. Mackinnon, adv. mgr.; A. C. Clifford, gen. serv. mgr.; E. F. Armstrong, chief engr.; E. B. Vesey, gen. pur. agt.; F. I. Gibson, gen. parts and acc. mgr.; T. H. Coppin, traf. mgr.; R. L. Gough, pub. rel. mgr.; R. J. Waldie, sales prom. mgr. **Adv. Agcy.**—MacLaren Advertising Co., Ltd., Toronto, Ontario. E. V. Rechnitzer, acct. exec.

GENERAL OUTDOOR ADVERTISING CO., INC., Harrison and Loomis sts., Chicago 7, Ill. Electric and other types of identification signs, maintain and service. Burr L. Robbins, pres.; George W. Caspari, vice-pres. in chge. branch operations; Donovan M. Olson, treas.-secy.; L. O. Dobson, dir. of sales; George F. Vesley, adv. and sales pro. dir.; Arnold Keeley, pur. agt. **Det. Rep.**—Robert E. Sebert, 5-148 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—McCann-Erickson, Inc., 318 S. Michigan ave., Chicago 4, Ill. Walter C. Krause, acct. exec.

GENERAL PETROLEUM CORP., 612 S. Flower st., Los Angeles 54, Calif. Gasolines, lubricating oils and greases. R. L. Minckler, pres.; T. M. Vail, secy.; P. S. Magruder, exec. vice-pres.; R. E. Lauterbach, vice-pres., dir. of mfg.; H. J. Peckheiser, vice-pres., dir. of mktg.; H. D. Osborn, treas.; F. C. Meunier, mgr. adv. and sales prom.; P. J. Whiteley, pur. agt.; James Ross, asst. pur. agt.; G. H. Supple, vice-pres., dir. of transportation; W. B. Curtis, pub. rel. mgr. **Adv. Agcy.**—Stromberger, LaVene, McKenzie, 3325 Wilshire blvd., Los Angeles 5, Calif.

GENERAL RADIATOR, INC., Mt. Vernon, Ill. Radiators, radiator cores, oil coolers, heat transfer equipment. Malcolm E. Henning, pres.; gen. mgr.; George N. Olson, vice-pres.; Jacqueline Osterman, secy. and treas.; Kenneth A. Olson, wks. mgr.; David Schafale, chief engr.; O. G. Huisey, pur. agt. **Adv. Agcy.**—French and Shields, St. Louis, Mo.

GENERAL TIRE & RUBBER CO., 1708 Englewod ave. at Holmes st., Akron 9, O. Automobile, truck, farm, airplane, industrial tires and tubes; tire fabrics; tools and machines; jet assist take-off units; missile rockets; rocket chemicals; mechanical goods; plastics; radio-TV. W. O'Neil, chmn. of the bd. and pres.; M. G. O'Neil, vice-pres. and exec. asst. to the pres.; T. F. O'Neil, C. J. Jahant, L. A. McQueen, D. A. Kimball, J. E. Powers, H. M. Dodge, C. F. O'Neil and O. G. Vinnedge, vice-presidents; J. A. Andreoli, vice-pres. and export mgr.; F. W. Knowlton, secy.; C. A. Hill, treas.; J. L. Mead, dir. of mfg.; L. L. Higbee, trade sales mgr.; A. R. Carr, mgr. automobile tire sales; W. C. Weirath, commercial sales mgr.; J. G. Ragsdale, adv. mgr.; Ken Dight, sales prom. mgr.; H. E. Pike, mgr. Kraft system; D. A. Kepler, dir. of pur.; J. J. Goldie, dir. of distribution; Richard Bailey, traf. mgr.; E. B. Butler, pub. rel. dir. **Det. Rep.**—F. R. Rebek, branch sales mgr.; J. J. Mulcahy, W. A. Mays, Hal E. Glass, mfrs. sales, 15129 W. Eight Mile rd., Detroit, Mich. **Adv. Agcy.**—D'Arcy Advertising Co., Cleveland, O. S. P. Seward, acct. exec.

GENEVA MFG. CO., P. O. Box 350, Geneva, Ill. and N. Woodbury rd., South Elgin, Ill. Parts catalog holders or racks, and salesman's carrying cases. Rhoades V. Newbell, pres.; Carl Leathers, works mgr.

GENT-L-KLEEN PRODUCTS CO., 2145 Derry rd., York, Pa. Hand cleaners, white wall tire cleaner, leather and leatherette cleaner, powdered car wash. W. C. Makibbin, C. E. Strickler jr., owners. **Adv. Agcy.**—Adams Associates, Inc., York, Pa.

GEOMETRIC-HORTON, Division of United-Greenfield Corp., Blake and Valley sts., New Haven 15, Conn. Die heads and taps, chasers for geometric die heads and taps, chaser grinding fixtures. James H. Broderick, sales mgr.; John Watson, gen. mgr.; F. O. Mavis, compt.; James Broderick, sales mgr.; R. C. Helbig, adv. mgr.; D. P. Robinson, pur. agt. **Det. Office**—2870 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.** — Richard Bruce, Inc., Greenfield, Mass. Richard R. Bruce, pres., acct. exec.

GERSTENSLAGER CO., E. Bowman st., Wooster, O. Automotive stampings, custom built bodies (trucks). E. P. Martin, pres.; K. C. Deacon, vice-pres., gen. mgr.; R. K. Shoolroy, vice-pres.; E. M. Martin, secy. and treas.; W. D. Johns, sales mgr., adv. mgr.; H. F. Stull, pur. agt.; E. M. Gordon, chief engr.; F. Eaton, traf. mgr.

GILBERT & BAKER MFG. CO., West Springfield, Mass. Service station equipment (gasoline pumps, submerged turbine pumps, air meters, lifts, air compressors); industrial equipment (electronic tank gauges, receivers, centrifugal pumps, electronic indicating grounds, oil heating equipment (burners, furnaces, air conditioners, boilers). I. C. Jacobs, pres.; E. A. Sundburg, exec. vice-pres.; H. O. Grimmeisen, vice-pres. mfg. and engrg.; J. A. MacDonnell, vice-pres. mkt. and prod. devel.; W. S. Hendry, treas., secy.; Lawrence Marchese, gen. sales mgr. **Det. Rep.**—D. F. Gray, 454 Crescent dr., Berea, O. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y.

GLASER LEAD CO., INC., 31 Wyckoff ave., Brooklyn 37, N. Y. Plastic body filler, acid core solder, radiator solid wire solder, body solders, hot tinning sticks, hot and cold tinning compound, aluminum cold tinning compound, soldering salts, fluxes, babbitt metals, radiator acid brushes. Simon Glaser, pres.; Robert Glaser, vice-pres.

GLASS CENTER ENTERPRISES, INC., 128 Summit, Toledo 4, O. Portable glass scratch polisher, glass storage racks. Howard R. Sattler, pres., treas., and gen. mgr.; M. C. Sattler, vice-pres.; Alvin Haulund, secy.

GLASS LABORATORIES, INC., 863 65th st., Brooklyn 20, N. Y. Magnetic auto utility trays, silvatrim-door edge and protector. Abraham Shanok, pres.; Jesse P. Shanok, vice-pres.; Victor Shanok, secy.-treas. **Adv. Agcy.**—Furman Co., New York, N. Y.

GLENZIP CO., 1426 W. 3rd st., Cleveland 13, O. Zipper repair kit—for repairing convertible tops. Henry Kahn, pres.; C. L. Kahn, vice-pres., treas.; J. Ornstein, secy.

GLOBE HOIST CO., 1000 E. Mermaid lane, Philadelphia 18, Pa.; also E. First and Court ave., Des Moines 6, Ia.; also 1461 Canal ave., Long Beach, Cal. Hydraulic auto, bus and truck hoists; industrial, production and loading dock lifts and ramp levelers, hydraulic elevators. F. L. Bredimus, pres., treas.; C. W. Brayton, secy.; Argus Leidy, vice-pres. in chge. export sales and adv.; John R. Queen, vice-pres. in chge. west coast oper.; R. C. Morgan, vice-pres.; C. A. Starr, asst. treas.; E. H. Gunton, vice-pres., asst. secy.; A. T. Browne, chf. engr.; J. R. Burg, works mgr., Phila.; G. L. Talbot, plant mgr., Des Moines; William Craig, pur. agt. **Det. Rep.**—M. T. Obee, 1412 Stadium blvd., Ann Arbor, Mich. **Adv. Agcy.** — The Eldridge Co., Philadelphia, Pa., John Eldridge, acct. exec.

GLOBE-UNION, INC., 900 E. Keefe ave., Milwaukee 1, Wis. Storage batteries, spark plugs. C. O. Wanvig, chmn. of bd.; C. O. Wanvig jr., pres.; Wm. Wanvig, secy.; R. W. Conway, treas.; W. E. Anderson, vice-pres., battery sales; G. C. French, vice-pres. chge. mfg.; C. Kuhlman, Midwest region battery sales mgr.; P. W. Leighton, Western region battery sales mgr.; J. D. Onderdonk, Eastern region battery sales mgr.; J. F. Schaefer, chf. battery engr.; J. J. Firer, traf. mgr.; H. Wilde, pub. rel. dir. **Det. Rep.**—J. T. Redmon, Suite 5-168 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap, Inc., Milwaukee, Wis. H. Weber, acct. exec.

GOERLICH'S INC., 619 Smith st., Toledo 1, O. Passenger car mufflers, fiberglas packed mufflers, exhaust pipes, tail pipes, dual and header exhaust systems, clamps, brackets; tail pipe extensions, heavy service truck, tractor, bus mufflers and exhaust systems. John E. Goerlich, pres.; Floyd Wheeler, sales mgr.; Robert W. Gibson, secy. **Det. Rep.**—W. Andrews. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. Frank Itgen, acct. exec.

GOLDE BODY PARTS DIV., of Golde & Co., 6636 Charlevoix ave., Detroit 7, Mich. Sliding roofs for automobiles, all-steel or folding plastic, manually and electrically operated. G. O. Goller, managing dir.

GOLIATH SALES CORP., 1047 Broadway ave., Burlingame, Calif. Goliath passenger cars and trucks. Robert H. Peterson, pres., gen. mgr., pub. rel. mgr.; Donald R. Stuart, vice-pres., sales mgr.; Dorothy Quinn, secy.; Dolph Stieber, treas.; H. Lathwesen (Germany), works mgr.; Millard White, truck sales mgr.; Paul MacNamara, adv. mgr.; Gail R. Peterson, sales prom. mgr.; John Sears, serv. mgr.; Karl Jurzitza, chief engr.; Stan Skreslet, pur. agt.; A. C. Johns, parts & acc. mgr.; George Handshy, traffic mgr. **Adv. Agcy.** — Paul MacNamara, 2000 N. Beverly dr., Beverly Hills, Calif.

GOODALL-SANFORD INC. (Member of Burlington Industries, Inc.), Goodall Fabrics Div., 301 N. Eugene st., Greensboro, N. C. Woven automotive upholstery fabrics. Goodall Vinyl Fabrics Div., Reading, Mass. Vinyl coated fabrics for automotive interior trim. George E. Norman jr., exec. vice-pres.; Peter P. Shea, vice-pres., gen. mgr. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hwy.

GOODISON MFG. CO., P. O. Box 128, Rochester, Mich. Polishing equipment and supplies, polishing compounds for lacquer and enamels. F. A. Weihe jr., pres., gen. mgr.; J. K. Yount, vice-pres., G. G. Germaine, secy.-treas.

GOODREN PRODUCTS CORP., 101 W. Forest ave., Englewood, N. J. Transparent plastic self-sticking signs, labels, decals and three dimensional displays. R. H. Goodman, pres.; O. Morley Tanney, vice-pres., sales mgr. **Det. Rep.**—Cliff Jorgensen, 6315 Ellsworth, Detroit 38, Mich. **Adv. Agcy.**—Lawrence Kane & Artley, Inc., New York. Herb Kaufman, acct. exec.

GOODRICH INDUSTRIAL PRODUCTS CO., B. F., 500 S. Main st., Akron, O. Hose, belting, tank lining, miscellaneous molded parts and Koroseal materials. Clyde, O. DeLong, pres.; Rollin D. Hager, vice-pres. mfg.; James C. Richards, vice-pres. sales; J. Gerber Thompson, treas.

GOODRICH SPONGE PRODUCTS, B. F., Shelton, Conn. Open and closed cell industrial cellular rubber in cord, tube, molded strips, windlace, die-cut shapes, and molded forms; Latex foam seat toppers and backs; rubberized hair for upholstery cushioning and package cushioning; Urethane foam and vinyl foam visors, dash pads, arm rests, etc. W. R. Todd, vice-pres.; M. Kilduff, secy.; E. L. Worfolk, treas.; J. M. Montefalco, gen. mgr.; L. H. DeWyk, works mgr.; J. K. Strobel, sales mgr.; J. Hill, asst. sales; J. J. Corrigan, adv., sales prom. and pub. rel. mgr.; G. Sprague, chief engr.; R. Nicol, pur. agt.; E. O'Connell, traf. mgr. **Det. Rep.**—A. G. Brodie, Banian Corp., 631 New Center bldg. **Adv. Agcy.**—Cunningham & Walsh, New York, N. Y. Roy Gorski, acct. exec.

GOODRICH TIRE CO., B. F., 500 S. Main st., Akron, O. E. F. Tomlinson, pres.; J. E. Gulick, vice-pres., mfg.; Guy Gundaker jr., vice-pres., replacement sales; J. T. Callahan, vice-pres., equipment sales; W. F. Bowman, treas.

GOODYEAR TIRE & RUBBER CO., 1144 E. Market st., Akron 16, O. Tires, tubes, industrial rubber products, aviation products, film products, airfoam, rubber and vinyl flooring, chemical products. E. J. Thomas, chmn. of bd. and chf. exec. officer; R. DeYoung, pres.; C. C. Gibson, vice-pres., Akron, O. **Det. Rep.**—P. K. Coe, vice-pres.; J. A. Lucas, J. C. Wright jr., R. H. Horner, G. I. McBain, R. A. Smart, W. L. Minor, R. S. Harper, C. L. Seith, J. J. Buckley, C. A. Bethel, R. C. Kipfer, W. A. Thomas, D. E. Dunn, and A. O. Edwards.

GOULD - NATIONAL BATTERIES, INC. First National Bank bldg., St. Paul 1, Minn. Automotive storage batteries. A H. Daggett, pres.; H. G. Barnes, vice-pres., sales; C. R. Bachman, secy.; E. F. Cary, treas.; A. Sedgwick, vice-pres., compt.; H. J. McKay, vice-pres., prod.; F. H. Harris, brand sales mgr.; N. R. Farsje, vice-pres., automotive sales; A. W. Brunsell, natl. acct. sales; W. C. Shull, adv. mgr.; R. I. Bost, chief engr.; B. T. Rabuse, pur. agt.; L. Martin, traf. mgr. **Adv. Agcy.**—E. T. Holmgren, Inc., St. Paul 1, Minn. E. T. Holmgren, acct. exec.

GRAMM TRAILER CORP., Lima, O. Semi-trailers, flour vans, cementers, tank trailers, bulk haulers, stock haulers, alumirum and steel warehouseman's vans, flats, dump trailers and insulated and dry freight vans. Leonard Strick, pres.; W. A. Thomas, vice-pres.; Irvin Zimet, secy.-treas.; G. P. Miller, chief engr.; V. D. Buchanan, pur. agt.; R. E. Linson, serv. mgr.

GRAND AUTOMOTIVE PRODUCTS, 2055 Ruby, Melrose Park, Ill. Dual systems, dual header systems, rear outlet manifold dual systems, fiberglas pack mufflers, muffler clamps and factory duplicate muffler and tailpipe hangers. R. Uslander, pres.; Glen Chapel, gen. mgr.; Geo. Christiansen, works mgr.; Joe Smith, sales mgr., sales prom. mgr.; Ed Rawsen, chief engr.; R. Schultz, pur. agt. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill.

GRAND SPECIALTIES CO., 3101 W. Grand ave., Chicago 22, Ill. Clamps, door

(Continued)

Who's Who in the Auto Industry

(Continued)

holders, shop caddy, Fork-Lift Stacker, portable shop cranes, elevators and dumpers. A. M. Sasgen, pres. and treas.; M. F. Sasgen, vice-pres.; T. A. Mayer, secy.; F. H. Hopfeld, chief engr. and pur. agt. **Adv. Agcy.**—Fred Sider Advertising, Chicago, Ill.

GRAPHIC SYSTEMS, 55 W. 42nd st., New York 36, N. Y. Graphic visual control systems for inventory, sales, scheduling, production, etc. in the automotive industry. Hines Hatchett, pres., gen. mgr. and sales mgr.; C. T. McLaughlin, secy. and treas. Victor Pribil, chief engr.

GRAPHO PRODUCTS, INC., Box 8406, Lawrence 26, Ind. Automotive water pumps, pump parts, packing, starting cranks. D. I. Smith, pres.; C. A. Wohlberg, vice-pres., treas.; D. E. Hancock, secy., factory mgr.; V. W. Garrison, pur. agt.

GRAY COMPANY, INC., 60 Eleventh ave., N. E., Minneapolis 13, Minn. Lubricating equipment, service equipment, work benches, oil dispensing equipment, motor oil pumps, car washers and engine cleaners, paint and mastic pumps and spray equipment, etc. H. A. Murphy sr., pres. and gen. mgr.; R. J. Gray, vice-pres., chf engr.; T. N. Berquist, treas.; R. V. Gray, vice pres., factory mgr.; A. I. Schweppe and E. L. Niederion, sales mgrs.; L. F. Hegdal, adv. and sales prom. mgr.; M. J. Endsley, serv. mgr.; W. F. Bloedow, pur. agt. **Det. Office**—Norman J. Levey, 2699 W. Grand blvd., Detroit 8. **Adv. Agcy.**—Alfred Colle Co., Minneapolis, Minn.

GRAYMILLS CORP., 3705 N. Lincoln ave., Chicago 13, Ill. Parts cleaning machines, cold cleaning solvents, cleaning brushes, Raymond Hollis, pres.; Earl Scheibe jr., vice-pres. and works mgr.; E. Roels, sales mgr. **Adv. Agcy.**—Ross Llewellyn, Chicago, Ill.

GRAYSON TOOL CO., Mail P. O. Box 528, Hastings, Neb. Bloguns, sprayer cleaners, piston ring compressors, hand oilers, air hose, air line fittings, heater hose, portable air tanks, screw starters. Distributors of Petersen Vise Grip wrenches, Tru-Flate products, Hanson Compression and Vacuum testers, timing lights, boiser truck mirrors and flares. A. G. Phillips, pres. and sales mgr. **Adv. Agcy.**—Buchanan Thomas Adv., Omaha, Neb.

GREAT AMERICAN INDUSTRIES, INC., Rubatex div., Bedford, Va. Closed cellular rubber sheets and fabricated parts; open cellular sponge sheets and fabricated parts; closed cellular vinyl sheets and fabricated parts; closed cellular tubing, cord and misc. shapes. R. A. Pritzker, pres.; Donald A. Levine, vice-pres., gen. mgr.; Edward H. Durkee, secy.-treas.; W. C. Walters, sales mgr.; Charles Metz, div. compt.; Donald Cornmesser, prod. mgr.; L. G. Norman, tech. dir.; C. O. Mitchell, plant engr.; Mary B. Dean, pur. agt. **Det. Rep.**—R. B. Harper, 814 Fisher bldg.

GREAT DANE TRAILERS, P. O. Box 1159, Savannah, Ga. Trailers (cargo vans, refrigerated vans, flat bed trailers, tank trailers. George A. Mercer jr., chmn. of the bd.; Christopher Hammond jr., pres.; George A. Mercer III, vice-pres. sales; Brooke Reeve jr., vice-pres.; L. H. Cassell, secy.; A. D. Williams, mgr. Trailer tank sales; V. L. Johnson, sales mgr.; C. A. Inglesby, mgr. structural dept.; R. A. Jewell, chief engr.; J. A. Griner, serv. mgr.

GREAT LAKES CHEMICAL CO., P. O. Box No. 173, Canton, O. Chrome cleaner and chrome protector. Paul L. Hoge, sales mgr

GREAT LAKES STEEL CORP., Div. of National Steel Corp., Tecumseh rd., Ecorse, Detroit 29, Mich. Hot and cold rolled sheets and strip, carbon and alloy bars, N-A-X high tensile steels. Paul Carnahan, chmn.; W. D. MacDonnell, pres.; W. H. C. Webster, vice-pres. sales.

GREENE MFG. CO., INC., 1028 Douglas ave., Racine, Wis. Cold rolled, stainless and aluminum stampings and rolled shapes. J. M. Hamilton, pres., treas.; G. T. McNamara, vice-pres. and pur. agt.; L. H. Hamilton, secy.; Jerry Harms, sales mgr.; Miss Myrle Valley, asst. secy.; Herbert Gatzke, plant supt.

GREENERD ARBOR PRESS CO., 41 Crown st., Nashua, N. H. Arbor presses, hydraulic presses. Warren L. Martin, pres., treas.; A. Stanley North, E. Douglas Baker, vice-presidents; Hazel B. Martin, secy.; P. A. LaFlamme, works mgr.; **Det. Rep.**—Chas. A. Strelinger Co., 31855 Van Dyke ave., Warren, Mich.

GREENFIELD TAP & DIE., Div. of United-Greenfield Corp., Sanderson st., Greenfield, Mass. Taps, dies, gages, twist drills, reamers, end mills, screw extractors, screw plates, carbide tipped tools. Robert Harper, vice-pres. and gen. mgr.; J. B. Roys, compt.; E. R. Koonz, works mgr.; W. J. Eberlein, vice-pres. sales; W. L. Neilson, sales mgr.; R. C. Helbig, adv. mgr.; O. E. Koehler, chief engr.; A. Bates, pur. agt.; W. B. Hayes, traf. mgr. **Det. Rep.**—Branch office, 2870 E. Grand blvd. **Adv. Agcy.** — Richard Bruce, Inc., Greenfield, Mass. R. Bruce, acct. exec.

GREENLEE BROS. & CO., 2136 Twelfth st., Rockford, Ill. Multiple-spindle screw machines, "Hydro-Borer" precision boring machines, transfer-type processing machines, special metal-working machinery, die casting machines, and woodworking machinery. A. H. Eggers, pres., gen. mgr.; L. H. Geddes, exec. vice-pres., treas., Gordon Eggers, asst. treas., gen. sales mgr.; C. G. Wood, secy.; Allan Geddes, asst. secy.; D. E. Hawkinson, vice-pres., machine tool sales and sales mgr. (special machine); J. A. Lengquist, dept. mgr., woodworking machinery; H. V. Bailey (automatic bar machines), K. V. White (woodworking machine), sales mgrs.; Budd A. Reesman, adv. mgr.; J. A. Jannenga, chief engr.; H. E. Ritter, wks. mgr.; J. M. Stewart, pur. agt.; James Bowling, traf. mgr. **Det. Rep.**—E. C. Van Tiem, H. A. Miller, R. J. Piecuch, James Orrick and Curt H. Starke, Greenlee Bros. & Co., 2842 West Grand blvd. **Adv. Agcy.** — Machine-Tool and Woodworking Machinery. E. R. Hollingsworth & Associates, Rockford, Ill. Wes Heidemann, acct. exec.

GREENLEE TOOL CO., Div. of Greenlee Bros. & Co., 2136 Twelfth st., Rockford, Ill. Tools for woodworking machines: hollow chisels and bits, machine bits, routing bits, countersinks, and special-purpose tools. Hand tools for working wood: auger bits, car bits, chisels, turning tools, and spiral screw drivers. Tools for electrical construction: hydraulic pipe benders, tubing benders, hydraulic pipe pushers, knockout punches, and cable pullers, high-pressure hydraulic hand and power pumps. A. H. Eggers, pres.; L. H. Geddes, exec. vice-pres. and treas.; Gordon Eggers, asst. treas.; C. G. Wood, secy.; Allan Geddes, asst. secy.; R. J. Samuelson, vice-pres. sales; R. W. Stevenson, sales mgr.; Budd A. Ressman, adv. mgr.; H. E. Ritter, wks. mgr.; A. H. Hawkinson, sales prom. mgr. **Adv. Agcy.**—Howard H. Monk and Assoc., Inc., Rockford, Ill. L. I. Mayes, acct. exec.

GREY-ROCK DIV. of Raybestos-Manhattan, Inc., Manheim, Pa. Brake lining, clutch facings, automatic transmission discs and spacer plates, bonded lined brake shoes. J. F. D. Rohrbach, pres.; S. R. Zimmerman jr., vice-pres., gen. mgr. John MacMurray, sales mgr.; S. R. Robinson, adv. mgr.; C. W. Sachs, mktg. mgr.; F. R. Bitzer, pur. agt.; B. G. Herr, traf. mgr. H. E. Palm, factory mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, acct. exec.

GRIFFIN LAMP CO., THE, Third and Sycamore, Hamilton, Ohio. Factory—Shelby, Miss. Lighting for commercial vehicles, truck mirrors, reflex reflectors, flares, switches. Harold F. Griffin, pres., gen. sales and adv. mgr.; A. B. Dettmer, vice-pres., A. G. Glorius, secy.-treas.; Garon Atwell, works mgr., Shelby, Miss. plant.; Lawrence Swanson, pur. agt., Shelby, Miss. plant. **Adv. Agcy.**—Keeling and Co., Indianapolis, Ind.

GRISWOLD MFG. CO., F. T., 315 Lancaster ave., Wayne, Pa. Optical measuring tools, engine testing gages, carburetors. Frank T. Griswold jr., pres.; David H. H. Felix, treas.

GRIZZLY BRAKE DIV., 700 W. Caroline st., Paulding, O. Brake lining for passenger cars and trucks, brake blocks for buses. S. S. Maremount, plant mgr.; H. H. Swain, sales mgr.; Tom Morgan, sales mgr. eastern divs.; E. L. Cody, sales mgr. western divs.; J. H. Peeper, pur. agt. **Det. Rep.**—W. E. McCauley, 4370 Kensington rd., Detroit 24, Mich. **Adv. Agcy.**—Waldie and Briggs, Chicago, Ill. Bruce Stabelfeldt, acct. exec.

GROBOSKI INDUSTRIES, INC., 4344 S. Western ave., Chicago 9, Ill., main office and mid-west warehouse, 319 W. Main st., Sheffield, Pa., plant and eastern warehouse. Wind deflectors, door visors, headlamp lite-trim, door handle guards, door corner protectors, rocker panel mouldings, hardtop visors, coil spring stabilizers, body-fender patch, garnish moulding protectors. John Groboski, pres., plant mgr.; Joseph Groboski, sales mgr., treas.-secy.

GROOV-PIN CORP., 1125 Hendricks Causeway, Ridgefield, N. J. Groov-pins, grooved drive studs, tap-lok inserts. F. W. Braendel, pres.; E. F. Schniewind, vice-pres., secy.; F. O. Becker, vice-pres., treas.; R. G. Cummings, sales mgr.; H. G. Bernlohr, pur. agt.; H. D. Theurer, plant supt. **Det. Rep.**— H. B. Schweppe, Basso bldg., 7338 Woodward ave. **Adv. Agcy.** — Feeley Advertising Agency, Inc., 2 West 45th st., New York 36, N. Y.

GROSS MFG. CO., INC., 1711 S. California, Monrovia, Calif. Tire and tube repair materials. W. M. Anderson, pres.; A. E. Pike, works mgr.; H. D. Wexelberg, sales and adv. mgr.; Fred E. Owen, pur. agt.

GROTE MFG. CO., INC., Grote Square, Bellevue, Ky. Truck safety equipment: reflex reflectors, flares, marker and clearance lamps, stop and tail lamps, directional signals, switches, mirrors, direction signal sets, warning lamps, tractor lamps. W. F. Grote, pres.; Edward H. Paul, gen. sales mgr.; Walter A. Goes, sales mgr. automotive div.

GROVER COMPANY, THE, 25525 West Eight Mile rd., Detroit 19, Mich. Pneumatic dispatch tube equipment. W. F. Grover, pres., gen. mgr.; A. M. Grover, vice-pres.; C. E. Fuller, secy.-treas.; F. A. Cosmi, gen. sales mgr.; B. J. Erdely, chief engr.; F. J. Phelps, pur. agt. **Det. Rep.**—P. J. Bernardi, 25525 W. 8 Mile rd., Detroit 40,.

GROVER PRODUCTS CO., 1221 S. Hope st., Los Angeles 15, Calif. Pressure horns, vacuum horns for truck, car industrial and marine uses. C. A. Roesch, pres.; John W. Garver, vice-pres., secy. treas.; Laurence B. Gomez, sales mgr.; John A. Roesch, prod. mgr.

GROVER SMITH MFG. CORP., 850 E. Valley blvd., San Gabriel, Calif. Service station, garage, industrial and automotive lubrication equipment, heavy material handling pumps. W. M. Meeker, pres.; Lyle C. Randles jr., sales mgr.; Norman Wood, pur. agt.; **Adv. Agcy.**—Guerin, Johnstone, Jeffries, Inc., 6456 York blvd., Los Angeles 42, Calif.

GUARANTEED PARTS CO., INC., Seneca Falls, N. Y. Ignition coils, distributor caps, distributor rotors, contact points, condensers, voltage regulators, vacuum chambers, horn relays, light relays, starter switches, dimmer switches, stop-light switches, accessory switches, starter and generator brushes, bushings, magneto contacts and condensers; Foreign Car ignition parts, point sets, cap, rotor, condensers, coils and brush sets. Marco Hecht, pres.; R. L. Oughterson, adv. mgr.; A. Villiers, gen. mgr.; J. Friedlander, sales mgr. **Adv. Agcy.** — Spitz Adv. Agcy., Inc., Syracuse, N. Y.

GUARDIAN LIGHT CO., 500 North blvd., Oak Park, Ill. Fluorescent and incandescent floodlights, spot lights, poles, and special outdoor lighting equipment used for parking lots, used car lots, gas stations, etc. signs. C. E. Simmons, pres., treas.; E. J. Caspers, vice-pres., secy.; R. P. Summers, sales mgr.; W. S. Akely, chief engr.; W. C. Kaiser, pur. agt. **Det. Rep.**—Tom Downey, Downey Equipment Co., 7310 Grand River. **Adv. Agcy.**—Symonds, MacKenzie & Co., 59 E. Van Buren st., Chicago 5, Ill. Frank Campbell, acct. exec.

GUERDON INDUSTRIES, INC., Marlette, Mich. Great Lakes Mobile Homes. Gurdon T. Wolfe, pres.; Gurdon T. Wolfe jr., exec. vice-pres.; Alice M. Wolfe, secy.-treas.; Wm. D. Schaff, Lloyd I. Chauvin, Joseph Benedict, John Muehring (Corona, Calif.), Ted Namisnak (Newton, Kans.), vice-presidents; Robert Davis, dir. of pur. **Adv. Agcy.**—Campbell-Williams Advertising, 29 Jarvis Yawkey ct., Saginaw, Mich.

GUIBERT STEEL CO., 4001 Windgap ave., Pittsburgh 4, Pa., Spalding 1-2345. Guibert products: Structural steel fabrication, convertible tow crane, tow lift bars, Karhome, safety turn bar. O. E. Guibert, pres.; O. E. Guibert jr., vice-pres., and gen. mgr.; Joseph Bender, treas.; Jos. Stevens, secy.; L. W. Priddy, shop supt.; J. F. Reid, pur. agt.; Paul V. Gorman, sales mgr., Specialty Products.

GUIDE LAMP DIVISION, General Motors Corp., 2915 Pendleton ave., Anderson, Ind. Lighting equipment for automobiles, trucks, buses, tractors, motorcycles, which include headlamps, tail lamps, parking lamps, license lamps, spotlamps, turn signal lamps, back-up lamps, courtesy lamps, etc.—also warning lamps, trailing implement lamps, Guidex reflex units, die castings, stampings and plastic parts. B. L. Stewart, gen. mgr.; S. R. Conwell, dir. of sales and engrg.; J. E. Turnquist, sales mgr.; M. C. Lukens, serv. mgr.; H. C. Mead, chief engr.; R. W. Heaton, pur. agt.; D. D. Ifert, traf. mgr. **Adv. Agcy.**—D. P. Brother & Co., Detroit 2, Mich.

GULF OIL CORP.—Gulf bldg., Pittsburgh 30, Pa. Complete line of over 400 fuels and lubricants for automotive, industrial, farm, aviation and marine use. W. K. Whiteford, pres.; R. O. Rhoades, exec. vice-pres., R. G. Connolly, secy.; H. R. Moorhead jr., treas.; C. J. Guzzo, vice-pres., dom. mkt.; B. W. S. Dodge, dir. adv. sales prom.; W. C. Kernahan, mgr. adv. and sls. prom. (direct); L. H. Smith, mgr. adv. and sls. prom. (retail); A. E. Urich, dir. of pur.; W. M. Johnson, traf. mgr.; Craig Thompson, dir. pub. rel. **Det. Rep.**—Boydon Jann, district mgr., Gulf Oil Corp., 1846-51 Penobscot bldg. **Adv. Agcy.**—Young & Rubicam, Inc., and Calkins & Holden, New York, N. Y. and Ketchum, MacLeod & Grove, Inc., Pittsburgh, Pa.

GUNITE FOUNDRIES CORP., Rockford, Ill. Truck and trailer wheels, brake drums, commercial steel castings. E. C. Fales, pres., gen. mgr.; A. D. Forbes, vice-pres.; N. J. Schmidt, vice-pres., treas.; M. O. Johnson, asst. treas.; G. R. Forbes, secy., works mgr.; W. H. Shinn, asst. to the pres.; H. F. Forbes, mgr. ind. prod. sales; G. E. Doherty, asst. sales mgr. auto div.; M. J. Vause, sales mgr. trailer div.; D. P. Forbes jr., dir. of pur.; L. J. Bork, ind. rel. mgr.; D. DeJohn, foundry supt.

GUNK LABORATORIES, INC. (Successors to The Curran Corp., Lawrence, Mass.) 5928 W. 66th st., Chicago 38, Ill. Self-emulsifying and self-scouring safety solvents, hydro-seal decarbonizer for cleaning carburetors, engine blocks and parts; super concentrate degreaser for washing engines, parts, floors, etc.; G. P. ready to use, general purpose degreaser. K. E. Dempsey, pres.; H. Blumenthal, secy.

GUSTIN BACON MFG. CO., 210 W. 10th, Kansas City, Mo. Automotive thermal and acoustical insulation. A. L. Gustin jr., chmn. of bd.; J. D. Simmons, pres.; F. H. Ebbert, vice-pres. **Det. Office** Skinner-Adams, 18325 James Couzens hwy., Detroit, Mich.

H

H. D. T. COMPANY FACTORS, INC., 27 Holland ave., White Plains, N. Y. Blue Coral and Blue Coral preservative sealer. Harry D. Triantafillu, pres., treas. and gen. mgr.; G. V. V. Triantafillu, vice-pres.; M. F. Clarke, secy.

H & M TOOL CO., 24062 Orchard Lake rd., Farmington, Mich. Diesel ejector drills, carburetor gun reamers, step drills, step reamers, internal back-off tools, chambering reamers and headspace gauges. H. J. Mallett, pres.; M. E. Mallett, secy. and treas.

HAARTZ AUTO FABRIC COMPANY, 3 Bridge st., Newton, Mass. Convertible auto topping. John C. Haartz jr., pres.; R. N. Butterfield jr., vice-pres. and sales mgr.; A. N. Butterfield, secy.; H. R. Leeke, treas. **Det. Rep.**—P. O. Jackson Co., 2480 West Maple rd., Birmingham, Mich. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

HABERSTUMP - HARRIS, INC., 10463 Northlawn ave., Detroit 4, Mich. Automotive and diversified experimental and short run sheet metal and machine fabrication. Designers and manufacturers of a magazine fed clip gun, and a small parts feeder. Engineering, product design and dev. Alfred H. Haberstump, pres. and treas.; E. C. Harris, vice-pres., secy.; William Engel, works mgr.; Donald W Thull, sales mgr.; Aldor Reuterfors, chief engr. **Det. Rep.** — Donald W. Thull, 10463 Northlawn ave.

HACKNEY BROS. BODY CO., Herring ave., Ext. Wilson, N. C. Low and medium temperature refrigerator bodies, van bodies, school bus bodies. T. J. Hackney jr., pres.; W. E. Titchener, vice-pres.; M. E. White, secy.-treas.; R. H. Hackney, sales mgr.; J. M. Daniel jr., chief engr.; B. J. Williams, pur. agt.; E. H. Wadsworth, plant supt. **Adv. Agcy.** — R. W. Youngstedt, P. O. Box 2062, Raleigh, N. C.

HaDEES HEATER PRODUCTS, Huppower Div., Hupp Corp., 7450 Melville ave., Detroit, Mich. Car, truck and bus heaters, fans, defrosters, and replacement parts. R. E. Brown, pres.; H. B. Kulose, mgr. of sales and engrg.; E. A. Millheam, mfg. mgr.; E. A. Reinhart, contr.; W. S. Thomas, pur. agt.; J. H. Stoops, chf. engr. **Reps.**—E. F. Bernier, serv. sales mgr., heater products; L. A. Quart, dist. sales mgr., electric regulators. **Adv. Agcy.**—Fred M. Randall Co., Det. H. R. Mack, acct. exec.

HADLEY MFG. CO., 2221 Albion st., Toledo, O. Automotive air horns and compressor, truck model air horns. H. F. Hadley, pres.; V. Rohrbacker, secy.; D. Harrah, treas.

HAHN MOTORS, INC., Third and Windsor sts., Hamburg, Pa. Commercial truck bodies, motorized fire apparatus, spangler conversion units. Irvin F. Burkey, pres.; Thos. R. Confer, vice-pres., treas.; G. D. Gambler, gen. supt.

HALL LAMP CO., C. M., 1035 E. Hancock ave., Detroit 7, Mich. Automotive lighting, headlamps, tail lamps, parking lamps, interior lights and accessories, rear view mirrors, speedometer cables, die castings (zinc), metal stampings, metal finishing, plating and painting. H. D. Hirsch, pres. and treas. S. S. Heithall, secy. and pur. agt.; D. Holt, vice-pres., mfg.; E. Wallace, vice-pres.; J. H. McCann, vice-pres.; T. F. Konefke, sales mgr.; Norman Sobol, Hall Products div. sales mgr.; H. K. Lewis, pub. rel. and adv. mgr.; Norbert Worden, chief engr.

HALL PLANETARY CO. OF PHILADELPHIA, 5561 Baynton st., Philadelphia 44, Pa. Planetary thread-milling machine; circular form milling machine, single and multiple heads; testing instruments; cutters; cutterblades, thread and circular form milling, arbors; Chas. K. Lennig jr., pres.; Clarence A. Duffany, vice-pres.

HALL-TOLEDO INC., 2931 South ave., Toledo 9, O. Eccentric valve seat grinders for aircraft, automotive and diesel production and service. M. C. Gray, pres. and gen. mgr.; G. V. C. Baker, vice-pres. and treas.; C. W. Boesel, secy. and asst. to the pres.; John Kozak, chief engr.; Richard Clement, pur. agt.

HAMBRO AUTOMOTIVE CORP., 27-29 West 57th st., New York 19, N. Y. Sole concessionnaires in U. S. A. for Austin, Austin Healey, Morris "1000", MG, Magnette, Riley automobiles. Albert E. Birt, pres. and man. dir.

HANCHETT MFG. CO., Big Rapids, Mich. Mfgrs. knife grinder, saw sharpeners and tools. Kent Hanchett, pres.; Fred Schaub, vice-pres.; Loren Hanchet't, secy.; Carl Moline, treas.

HANCOCK INDUSTRIES, INC., 225 N. Horton, Jackson, Mich. Automotive hardware production control equipment. R. W. Hancock, pres.; O. L. Wigton, vice-pres. mktg.; E. F. Gauss, secy. and treas.; F. C. Janke, vice-pres. and gen. mgr.; L. George Hooper, sales mgr.; R. W. Campbell chief engr.; J. B. Trail, pur. agt.; L. L. Henning, dir. of pur.; D. D. Hollinrake, per. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg.

HANS INDUSTRIES, INC., EDMUND, Opdyke rd., Mt. Vernon, Ill. Heaters for buses and trucks, air freshening systems for buses and trucks. Edmund Hans, pres. and treas.; Miriam Hans, vice-pres. and secy.; Robert Feldtman, dir.

HANSEN MFG. CO., 4031 W. 150th, Cleveland 35, O. Quick-connective couplings, hose fittings. F. E. Hansen, chmn. of bd.; R. J. Borneman, pres. and gen. mgr.; L. J. Hansen, vice-pres. and gen. sales mgr.; E. C. Wrahse, treas.; H. J. Hansen, secy.; B. W. Manning, asst. gen. mgr.; J. C. Gifford, asst. sales mgr.; J. A. Becks, plant mgr.; M. J. Nelson, chief engr.; W. A. Drexler, mgr., procurement and stock control; W. Berwing, traf. mgr. **Det. Rep.**—Wm. N. Nash Co., 10300 Grand River ave., Detroit 4, Mich. **Adv. Agcy.**—Richard T. Brandt, Inc., B. F. Keith bldg., Cleveland 14, O.

HARAL CORP., 2124 N. Damen ave., Chicago 47, Ill. Engine care, automatic transmission care and differential care. Harold H. Wigen, pres.; Ernest O. Gregory, vice-pres.; Hal Falter, vice-pres., dir. of sales; A. A. Wigen, secy.-treas.; Billy Belken, works mgr.; H. H. Wigen, pur. agt.

HARLEY-DAVIDSON MOTOR CO., 3700 W. Juneau ave., Milwaukee 1, Wis. Motorcycles, sidecars, Servi-cars, package trucks. William H. Davidson, pres.; Gordon M. Davidson, vice-pres., mfg.; Walter C. Davidson, vice-pres., sales; William J. Harley, vice-pres., engrg.; Otto P. Resech, secy.-treas.; Joseph Kilbert, sales mgr. (domestic); Ralph Loeffler, sales mgr. (export); Sam F. Greco, adv. and sales prom. mgr.; Joseph Ryan, serv. mgr.; John Harley, parts and acc. mgr.; Chris Spexarth, chief engr.; John Horn, pur. agt. **Adv. Agcy.**—Klau-Van-Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. Tom Scannell, acct. exec.

HARRISON RADIATOR DIV., General Motors Corp., Washburn st., cor. Walnut, Lockport, N. Y. Automotive radiators, heaters, defrosters, thermostats, oil coolers, air conditioning systems, heat exchangers. E. D. Rollert, gen. mgr.; I. A. Marshall, div. compt.; E. J. Reilly, gen. sales mgr.; F. J. Watkins, asst. sales mgr. (automotive); W. A. Jack, asst. sales mgr. (automotive); F. J. van Horn, asst. sales mgr. (heat exchanger); J. R. Jackson, serv. mgr.; L. A. Zwicker, chief engr.; J. K. Bush, mgr. of prod. control and pur.; C. A. McNaboe, pur. agt.; C. G. Harrer, traf. mgr. **Adv. Agcy.**—D. P. Brother and Co., Detroit 2, Mich.

HART MFG. & SALES CO., INC., 6639 N. E. Glisan st., Portland 13, Ore. Automobile polish, windshield and glass cleaner, vinyl cleaner, white wall tire cleaner, upholstery cleaner, and full line of hand soaps. Ben M. Hallyburton, pres. and sales prom. mgr.; M. J. Carroll, vice-pres. and gen. mgr.; Virginia L. Hallyburton, secy. **Adv. Agcy.** — Artographic Studios, Portland, Ore. Tom Drake, acct. exec.

HARTFORD STEEL BALL CO., INC., 12 Jefferson ave., West Hartford 7, Conn. Steel balls, noncorrosive balls (bronze, monel metal, aluminum, stainless steel, copper, glass, nylon, bakelite), retainers, bearings, burnishing balls and shapes, cutting and burnishing barrels. Thomas H. Abbott, vice-pres.; Emmett N. Shutts, exec. vice-pres. sales; Edward Cooper, tfeas.; Robert D. Sterling, factory mgr.; W. L. Forsyth, chief engr.; Carmen A. Dragone, dir. of pur. **Adv. Agcy.**—F. W. Prelle Co., 95 Elm st., Hartford, Conn.

HARVEY INDUSTRIES, 3776 West 152nd st., Cleveland 11, O. Underfloor and overhead exhaust systems, exhaust system blowers, exhaust system hoses, non-crush rubber, stainless steel and galvanized, car and truck tailpipe adapters and fittings. R. V. Scanlon, pres. **Det. Rep.**—Wm. J. Hamilton, 1585 Sodon Lake dr., Bloomfield Hills R3, Mich.

HASKELITE MFG. CORP., 701 Ann st., N. W., Grand Rapids 2, Mich. Metal-clad plywood and plastic insulated panels for truck bodies and other commercial uses. R. B. Evans, pres.; F. A. Keihn, exec. vice-pres.; F. W. Mitchell, pur. agt.; Sam Hudson, adv. mgr. **Adv. Agcy.**—J. Walter Thompson, Detroit, Mich. Walter Clayton, acct. exec.

HASSALL, INC., JOHN, Cantiague rd., Westbury, L. I., N. Y. Cold-headed fasteners: Special rivets, nails and screws. Theodore B. Smith, pres., treas.; William W. Smith, vice-pres., secy., pur. agt.; Edward F. Karnes, sales mgr.; John D. Brewer, adv. mgr., sales prom. mgr. **Det. Rep.**—Robert B. Ryan, The McLaughlin Co., Suite 212, Jaikins bldg., Birmingham, Mich. **Adv. Agcy.**—Sanger-Funnell, New York, N. Y. Robert Neff, acct. exec.

HASTINGS MFG. CO., Thorne and Hanover sts., Hastings, Mich. Piston rings, aero-type spark plugs, oil filter cartridges. Casite additives, and tools. A. E. Johnson, chmn. of bd.; Stephen I. Johnson, pres.; Harold P. Phillips, vice-pres. and chief engr.; Don A. Siegel, secy.-treas.; Ross R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; Don H. Collins, adv. mgr.; C. S. Morey, pur. agt.; W. F. Smith, credit and traffic mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. William M. Hutchison, acct. exec.

HAVILAND CO., ARNOLD, Jackson st., Defiance, O. Mufflers, tail pipes, exhaust pipes. Arnold Haviland, prop.; H. E. Bailey, works mgr., pur. agt.; H. R. Haviland, sales mgr., chief engr.; A. P. Zarate, asst. sales; H. McKibben, traf. mgr.; Vernon M. Saxton, asst. supt. **Adv. Agcy.**—Seibert Advertising Service, Defiance, O.

HAWTHORNE METAL PRODUCTS CO., 4336 Coolidge rd., Royal Oak, Mich. Automotive stamping and assembly parts. Samuel E. Cornell, pres.; Bruce C. Cornell, vice-pres.; Frank H. Cornell, secy.; Jack Piercey, chief engr.; Leo G. Barger, pur. agt.; Russell W. Padgett, contr.

HAYES INDUSTRIES, INC., 437 Fern ave., Jackson, Mich. (Subsidiaries: Fifty Div., 805 E. Edgerton, Bryan, O.; Fifty Plus Five Corp., 214 Defiance st., West Unity, O., Namco Div., Wapakoneta, O., trim-home appliances, automotive fans, mufflers, mouldings, aluminum and magnesium textile beams. (Subsidiary: Litemetal Dicast, Inc.), diecastings from aluminum, magnesium and zinc. E. C. Hetherwick, pres. and gen. mgr.; G. B. Vass, exec. vice-pres.; Donald Bender, vice-pres., chge. engrg.; W. J. Donahue, secy.; W. E. Hertler, treas.; G. E. Clever, pur. agt.

HECHETHORN MFG. AND SUPPLY CO., P. O. Box 117, Dyersburg, Tenn. Shock absorbers, Kool Kooshions, water nozzles. W. R. Heckethorn, pres.; J. E. Heckethorn, vice-pres., engrg. and research; R. C. Carlin, vice-pres., sales; L. R. Kelt, plant mgr.; M. Watkins Ewell, secy.; F. L. Pouppirt, treas; K. O. Kirker jr., chf. engr.; C. D. Wilson, pur. agt. **Adv. Agcy.**—Merrill Kremer, Inc., 1930 Exchange bldg., Memphis, Tenn. R. M. Cooper, treas.

HEET DIV., DeMert & Dougherty, Inc., P. O. Box 112, Chicago 50, Ill. Gas line anti-freeze, aerosol spray (plastic), aerosol insulator, anti-friction formula, aerosol spray enamels, insect killer, windshield anti-freeze cleaner. Leonard Drell, pres.; Paul Peterson, works mgr.; Mark D. Aisner, sales mgr. **Adv. Agcy.**—Arthur Meyerhoff & Co., Chicago, Ill. Marshall Kissel, acct. exec.

HEIL CO., 3000 W. Montana st., Milwaukee 1, Wis. Truck bodies and hoists, rock bodies, refuse units, platform conversion hoists, tailgate loaders, petroleum-transport tanks, milk transport tanks (stainless steel and plastic). L. P. G. transport tanks aircraft refuelers. Joseph F. Heil, pres.; John Barclay, vice-pres. and mgr. body and hoist div.; J. F. Heil jr. (tanks); W. Carlson (hoists and bodies), sales mgrs.; Arnold Meyer, vice-pres., mgr. (tank div.); Martin Baun, dir. of pur.; John Norton, traf. mgr. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis.

HEIN-WERNER CORP., 1200 National ave., Waukesha, Wis. Hydraulic jacks, wheeled jacks, push and pull hydraulic jacks, bumper-lift jacks. J. D. Watson, pres.; F. O. Kovich, vice-pres.; L. C. Hoene, secy.; E. G. Bach, treas.; H. J. Scullin, sales mgr.; E. G. Buehl, serv. mgr.; M. L. Lumb, pur. agt. **Adv. Agcy.**—Arthur Moggs, Inc., Chicago, Ill. A. R. Moggs, acct. exec.

HEISLER MFG. CO., Hudson, Ia. Dual throated carb. and manifold, overdrive transmission, governors, live power take-off clutch, hydraulic pump couplers, manifolds, piston and sleeves, clutch plates for tractors. H. F. Heisler, pres.

HELI-COIL CORP., Shelter Rock Lane, Danbury, Conn. Screw thread inserts and tools, thread repair kits. Eduard Baruch, pres.; Leo Brancato, vice-pres; John Fasano, dir. of sales; Robert H. Kane, adv. mgr.; T. C. Gorman, pur. agt. **Det. Rep.**—Hodgson-Geisler Co., 18917 James Couzens, Detroit 35, Mich. **Adv. Agcy.**—O. S. Tyson & Co., New York, N. Y. Howard Gauvain, acct. exec.

HELLER & CO., W. C., 2501 Express rd., Montpelier, O. Store fixtures, tables, counters, parts cabinets, special cabinets and displays and kindred items. E. G. Heller, pres.; L. S. Heller, vice-pres.; R. L. Heller, vice-pres., gen. mgr. and pur. agt.; J. B. Heller, treas.; Wm. C. Heller, secy., sales mgr.

HELLER TOOL CO., Heller dr., Newcomerstown, O. Files American pattern, milled curved tooth, Swiss pattern; rotary, bumping; hammers (carpenter's claw, ball pein, tire, trimmers', upholsterers'); chisels, punches, bearing scrapers, hack saw blades, metal cutting band saws. C. R. Barlow, mgr. **Det. Rep.** — G. D. Cline jr., 4461 W. Jefferson ave., Detroit 9, Mich.

HELLWIG PRODUCTS CO., INC., 6221 San Fernando, Glendale 1, Calif. Spring stabilizers, torque control units, overload springs. R. H. Hellwig, pres., chief engr.; Donald J. Hellwig, vice-pres.; Ethel M. Hellwig, secy., treas.; Martin Wolze, pur. agt.

HELMS INDUSTRIAL DEVELOPMENT CO., West Lafayette, O. Grille and deck guards, car-top luggage carriers. J. B. Montgomery jr., pres.; D. E. Williams, sales mgr.; G. Kempf, sales correspondent.

HERBRAND DIV., Bingham - Herbrand Corp., 111 Stone st., Fremont, O. Forgings: connecting rods, steering knuckles, axles, other forgings for vehicles and general applications. Tools: wrenches (socket, box, open-end, combination, adjustable, pipe), ratchet, pliers, screwdrivers, punches, chisel, body and fender tools, pry bars, hammers and special automotive tools. L. E. Yunker, pres.; T. A. McMullen, vice-pres. and gen. mgr.; A. R. Karlovetz, sales mgr.—tools; R. F. Griffin, factory mgr.; E. W. Hackney, chief engr.; L. H. Andrews, contr.; D. E. Oren, pub. and pers. rel.; R. D. Black, adv. mgr.; J. R. Diehr, pur. agt. **Det. Rep.**—G. Bawden jr., 199 Pierce st., Birmingham, Mich. **Adv. Agcy.**—Slayton Racine, Inc., Toledo, O.

HERCULES GALION PRODUCTS, INC., Sherman st., Galion, O. Hydraulic hoists.

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platform bodies, hydraulic tailgates, conversion hoists, semi-trailer bodies, refuse removal bodies, steel dump bodies, dump trailers, aluminum dump bodies, aluminum trailer bodies, telescopic hoists, rock bodies, van bodies, truck mixers. D. Van Alstyne jr., chmn. of bd.; E. P. Monroe, pres.; J. L. Mozley, asst. to pres.; O. C. Henkel sr., vice-pres.; A. Dangler jr., exec. vice-pres.; F. Biszantz, vice-pres., res. and dev.; J. R. Melish, secy.-treas.; W. A. Hoy, adv. mgr.; J. E. Jack, sales mgr., Galion Allsteel Div.; H. E. McCormick, sales mgr., Hercules Steel Products div.; J. R. Stewart, sales mgr. Unisteel Body div.; R. R. Reese, sales mgr., Hydro E-Z Pack div.; R. A. Bohmer, sales mgr., Transit Mixer div.; C. R. Heinlen, pur. agt.; K. J. King, chief engr. **Adv. Agcy.**—Howard Swink Advertising Agency, Marion, O. Acct. exec., Marion Burton.

HERCULES MFG. CO., One Main st., Henderson, Ky. Bodies: panel, custom built, insulated, refrigerated, platform, grain and stock. F. R. Specht, G. L. Caddick, partners; P. E. Adam, pur. agt.; F. S. Butke, prod. mgr.

HERCULES MOTORS CORP., 101 11th st., S. E., Canton 2, O. High speed, heavy duty, water cooled and air cooled, international combustion engines (gas, gasoline, kerosene, butanepropane and diesel). H. H. Timken, chmn. bd. of dirs.; William L. Pringle, pres.; A. R. Miller, vice-pres. in chge. of purs. and traf.; G. W. LaSalle, vice-pres.; J. D. Cook, secy. and treas.; A. D. Marks, dir. of sales; H. E. Olson, factory mgr.; E. L. Latta, serv. mgr.; Dr. E. A. V. Horiak, chief engr. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Inc., Pittsburgh, Pa. Bruce Richardson, acct. exec.

HERCULES STEEL PRODUCTS CO., Division of Hercules Galion Products, Inc., Sherman st., Galion, O. Hydraulic hoists and dump bodies, trailer dump bodies, farm conversion hoists, hydraulic endgates, garbage and refuse collection bodies, van bodies and concrete transit mixers. David Van Alstyne jr., chmn. of bd.; E. Paul Monroe, pres.; J. L. Mozley, asst. to pres.; Oliver C. Henkel sr., vice-pres.; Alfred Dangler jr., exec. vice-pres.; Fred Biszantz, vice-pres., res. and dev.; J. Robert Melish, secy.-treas.; H. E. McCormick, sales mgr.; W. A. Hoy, adv. mgr.; Richard Heinlen, pur. agt.; K. J. King, chf. engr. **Adv. Agcy.**—Howard Swink, Marion, O. Marion Burton, acct. exec.

HERRON-ZIMMERS MOULDING CO., 3900 E. Outer dr., Detroit 34, Mich. Stainless steel mouldings and stampings. O. D. Herron, pres. and gen. mgr.; J. H. Zimmers, vice-pres.; J. O. Dillenberger, sec. and treas.; D. Hunter, works mgr.; V. Hufnagel, chief engr.; M. Behaeghe, pur. agt.; J. Juracko, traffic mgr. **Det. Rep.**—O. J. Crowe, D. McMinn.

HEWITT-ROBINS INC., 666 Glenbrook rd., Stamford, Conn. Latex foam rubber (molded and slab); latex foam rubber fused to cloth or vinyl; polyurethane foam (molded and slab). Thomas Robins jr., chmn. of bd.; Austin Goodyear, pres.; Ellis B. Gardner, vice-pres., gen. mgr. Foam Products div.; F. L. Griffith, vice-pres., gen. sales mgr. Ind. Prod. div.; F. W. Blanchard, vice-pres., mgr. of Operations Ind. Prod. div.; E. L. Gay, secy-treas.; Claude W. Mottinger, dir. of pur.; Austin Franklin, contr.; J. C. Babcock, mgr. of oper. Foam Prod. div.; Pitt B. Harris, gen. sales mgr. Foam Prod. div.; M. R. Wilkens, mgr. trans. seating sales, Foam Prod. div.; **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg., Detroit 2, Mich. Pub. Rel. Counsel—Edward Lebo, Darien, Conn. **Adv. Agcy.**—Fuller, Smith & Ross, Inc., New York, N. Y.

HEYER INDUSTRIES, INC., 471 Cortlandt st., Belleville 9, N. J. Motor tune-up and battery servicing equipment consisting of fast battery chargers, trickle chargers and battery testers. B. F. W. Heyer, pres.; A. P. Heyer, vice-pres., mgr. distributor sales; J. H. St. John, vice-pres., dev. engrg.; S. O. Olesen, vice-pres., gen. mgr.; H. T. McCann, asst. sales mgr.

HICKOK MFG. CO., 850 St. Paul st., Rochester 1, N. Y. Automotive safety products, safety belts and seat belts, safety belt accessories and parts and other safety items, industrial insignia. Ray T. Hickok, pres.; Alan O. Hickok, vice-pres.; Joseph Clemens, treas.; Wm. D. Brandt, sales mgr.; Marguerite Boehmer, adv. mgr.; Robert Brown, chief engr.; Walter Toombs, pur. agt. **Adv. Agcy.**—Kastor, Hilton, Chesley, Clifford & Atherton, 400 Madison ave., New York 17, N. Y. Frank Baker, acct. exec.

HIGBIE MFG. CO., Fourth and Water sts., Rochester, Mich. Steel tubing for automotive requirements; gasoline and diesel engines; appliances, heating elements, and for mechanical purposes; precision screw machine parts. E. P. Robinson, vice-pres. sales (Avon Tube Div.); Glenn Barnett, vice-pres. sales (Bronson Reel and Precision Parts Div.)

HIGHWAY CRUISERS OF CALIF. INC., 739 N. Georgia ave., Azusa, Calif. Sports cabs for Ford, Chevrolet, G.M.C. and Dodge trucks. Donald L. Conley, pres., gen. mgr.; Dorothy B. Conley, vice-pres., secy., treas., pur. agt.; Herb Hill, works mgr.; E. W. "Barney" Gould, sales mgr.

HIGHWAY SAFETY APPLIANCES, Div. of Napco Industries, Inc., Seventh st., North Lyndale, Minneapolis 11, Minn. Manufacturers of electric sanders for traction for trucks, buses, passenger cars, automotive equipment. W. J. Auger, sales mgr. **Adv. Agcy.**—Alfred Colle, Minneapolis, Minn. Keith Smith, acct. exec.

HIGHWAY TRAILER CO., 405 East Fulton st., Edgerton, Wis. Commercial truck trailers, trailerized tanks, dry bulk haulers, utility truck bodies, earth boring machines, pole and cable reel trailers, winches, power take-offs, service accessories, cargo containers. H. J. Meagher, pres.; C. N. Christy, treas.; C. N. Maybruck, secy.; H. C. Stricker jr., chief engr.; J. W. Shellnut, pur. agt.

HINSON MFG. CO., Westfield ave. and Menges, Waterloo, Ia. Seat covers, seat belts, service covers, sanforized work garments, and other textile automotive products. Clyde Hinson, pres.; James Hinson and Wm. H. Hinson, vice-presidents; Paul L. Ferguson, secy.; William H. Hinson, treas.; Paul Jacoby, works mgr.; H. D. Leighty, sales mgr.; D. H. Torner, asst. sales mgr.; James Hinson, pur. agt. **Det. Rep.**—E. C. Reamer, 714 Genesee Bank bldg., Flint, Mich.

HOBART BROTHERS CO., Hobart Square, Troy 1, O. Battery chargers, arc welders, motor generator sets, pipe thawing equipment. E. A. Hobart, pres.; W. H. Hobart, vice-pres.; C. J. Jenkins, secy. and treas.; O. H. Menke, gen. mgr.; E. C. Galbreath, sales mgr.; Cliff Priest, adv. mgr.; H. Mohler, serv. mgr.; W. B. Howell, territorial mgr.; E. A. Hobart, chief engr.; B. A. Lutz, pur. agt.; C. Knisley, traffic mgr. **Det. Rep.** — Roy Smith Co., 5257 Trumbull ave., Detroit. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O. R. W. Dalton, acct. exec.

HOBBS CORP., JOHN W., Div. of Stewart-Warner Corp., Yale and Ash, Springfield, Ill. Automatic operating lights for glove and luggage compartment and for underhood, small gravity operated mercury switches, plunger-type switches, exhaust extension deflectors, license lights and frames, engine hour meters. J. W. Hobbs, pres. and gen. mgr.; H. D. Chance, vice-pres.; Frank Ryder, exec. vice-pres., gen. mgr.; A. Kubish, works mgr.; Byron Booth, gen. sales mgr.; Chas. A. Woodcock, chief engr.; P. W. Redieske, pur. agt. **Det. Rep.** — J. H. McPhail, 1017 Fisher bldg., Detroit, Mich.

HOBBS MFG. CO., 26 Salisbury st., Worcester 5, Mass. Split type lock washers, cotter pins. Willard H. Ware, pres., treas.; Stewart F. Oakes, vice-pres., gen. mgr.; Robert Rothkopf, sales mgr.; Thomas B. Daly, asst. sales. **Det. Rep.**—R. E. Filiatrault, 802 Fisher bldg.

HOCK PAINT & CHEMICAL WORKS, INC., Box 190, Phoenixville, Pa. Metalock alkyd automotive finishes, metalock chromate primer and industrial finishes. H. W. Hock, pres.; W. M. Gotwals, vice-pres.

HODELL CHAIN CO., Div. of The National Screw & Mfg Co., 3924 Cooper ave., Cleveland 3, O. Tire chains; pass. and truck, towing and tractor. Chain repair tools and assemblies, welded and weldless. C. A. Carrithers jr., gen. mgr.; J. J. Bedoes, works mgr.; D. J. Gemmell, dir. of sales; E. F. Harding, sales mgr.; H. B. Smith, ind. sales mgr.; J. D. Schneider, adv. mgr.; A. E. Wennerstrom, chief engr.; M. S. Reber, pur. agt.; E. A. Voelker, traffic mgr. **Det. Rep.**—National Screw & Mfg. Co., 913 Fisher bldg. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 13, O. J. R. Mitcheltree, acct. exec.

HOFFMAN IRON & STEEL CO., Warren-Sharon rd., Vienna, O. Suburban tote all truck bed, storm dodger grill. Ralph B. Hoffman, pres.; Gladys Hoffman, vice-pres. **Adv. Agcy.**—R. J. McCallister Co., Youngstown, O. John R. Advent, acct. exec.

HOLLEY CARBURETOR CO., 11955 E. Nine Mile rd., Van Dyke, Mich. Carburetors, distributors, fuel pumps, gas turbine controls and governors. George M. Holley, chmn. of bd.; George M. Holley jr., pres.; M. J. Kittler, exec. vice-pres.; J. C. Holley, vice-pres., dir. of sales; B. B. Phillips, vice-pres. in chge. of ind. rel. and secy.; N. A. Niles, vice-pres. chge of fin. and treas.; D. Holley, vice-pres. in chge. of pub. rel. and special prod.; E. R. Stroh, vice-pres., auto. sales mgr.; A. J. Hees, dir. of aircraft div.; J. R. Nyland, sales mgr., replacement sales; George Freeland, adv. mgr.; L. Jackman, asst. treas. and contr.; J. Abbey, traffic mgr.; P. L. Greenwood, asst. secy.; N. Dann, dir. of pur. **Adv. Agcy.**—Clark & Bobertz, Inc., 8th Floor, Fox bldg., Detroit 1, Mich. John Chapin, acct. exec.

HOLLINGSHEAD CORP., R. M., 840 Cooper st., Camden 2, N. J. Automotive, industrial, aviation and household chemical specialty products including cleaners and polishes, hydraulic brake fluid, cooling system chemicals, motor additives, floor maintenance chemicals, spryable vinyl coatings, household cement. R. M. Hollingshead, chmn. of bd.; Stewart Hollingshead, chmn. of exc. comm., gen. sales mgr.; R. M. Hollingshead III, vice-pres., gen. mgr. Western Div.; Peter Bicket, treas.; H. L. Danziger, vice-pres., private brands; W. H. Lukens, vice-pres., export; Chas. Ferris, acting secy.; Orville Timms, pur. agt. **Adv. Agcy.**—Gray and Rogers, 12 S. Twelfth st., Philadelphia 7, Pa.

HOLLYWOOD DEEP TONE MFG. CO., 21300 Sherman Way, Canoga Park, Calif. Glass packed mufflers, exhaust header systems with glass packs, dual sets with glass packs, chromed extensions, reparits—chromed and regular, racket busters, dual and exhaust systems for use with stock mufflers, head pipes, tail pipes, clamp sets. Carl A. Mercer, pres.; Howard Kaslin, vice-pres.; Obera Mercer, secy.-treas.; Vern Coop, chief engr.; Jack Krebs, exp. and testing; Jack R. Mooring, pur. agt.

HOLMES, CO., ERNEST, 2505 E. 43rd st., Chattanooga 7, Tenn. Holmes wreckers, service bodies, wrecking equipment. Ernest W. Holmes jr., pres.; F. T. Russey, vice-pres.; Marie B. Love, treas.; Gary F. Davies, sales mgr.; Ralph Frazier, parts mgr.; Val Reich jr., asst. sales mgr.; E. E. Cline, chief engr.; H. T.

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Who's Who in the Auto Industry

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Sliger, plant supt.; A. M. Morton, pur. agt. Adv. Agcy. — Acme Advertising Agency, Atlanta, Ga.

HOMESTEAD VALVE MFG. CO., Box 98, Coraopolis, Pa. Hypressure Jenny steam cleaner. Hypressure Jenny compounds, and valves. W. R. Schuchman, chmn. of bd.; F. E. Schuchman, pres.; Elliott G. Johnson, adv. mgr.; Fred Schuchman, gen. sales mgr.; Sam C. Mahood, assoc. sales mgr.; Millard F. Jones, pur. agt.; John H. Slemenda, sales prom. mgr. **Adv. Agcy.** — Van Sant-Dugdale & Co., Inc., Baltimore, Md. Frank I. Wheeler III, acct. exec.

HOOF CO., C. M., 2100 Greenleaf st., Evanston, Ill. Locks, lites, mouldings, sinks and hardware. E. H. Hebner, pres.; David Lyons, vice-pres., treas., sales mgr.; Herman T. Van Mell, secy.; Robert W. Lyons, adv. mgr., sales prom. mgr.; L. V. Trabert, pur. agt. **Det. Rep.** —Wm. D. Gingrich, 4095 Cascade rd., Grand Rapids, Mich. **Adv. Agcy.** — Marvin E. Tench Adv. Agency, 5252 W. Kinzie st., Chicago 44, Ill.

HOOF PRODUCTS CO., 6543 S. Laramie ave., Chicago 38, Ill. Engine governors, velocity and centrifugal types; timing gear, silent; steel and aluminum-steel matched sets; timing chains; sprockets. A. C. Hoof, pres., treas.; D. Gust, vice-pres.; Carl Vaughn, dir. of sales; Raymond Swoik, pur. agt.; R. Ulm, chief engr. **Adv. Agcy.**—Symonds MacKenzie & Co., Chicago, Ill.

HOOVER BALL AND BEARING CO., Ann Arbor, Mich. Ball bearings, all types. Balls: chrome steel, stainless steel, brass, bronze, monel and commercial type carbon steel. Clifford H. Simmons, chmn. of bd.; H. L. Schrock jr., pres.; R. C. Ressler, vice-pres., gen. mgr.; Walter B. Kraus, secy.; Peter J. Rosewig, treas.; Robert W. Ebey, mgr. of ball sales; J. T. Miller jr., mgr. of bearing sales; B. I. Mohney, dir. of ind. rel.; James Veras, dir. of pur.; Marvin L. Walsh, asst. adv. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich.

HOPE METAL PRODUCTS, INC., 1688 Arabella rd., Cleveland 12, O. Heavy duty metal parts bins, super strength commercial shelving, special storage equipment, shop equipment (benches, stools, counters, tool toters), etc., storage cabinets, special automotive displays of steel, toilet partitions, office partitions, shower stalls, metal hospital cubicles. Ivor H. Hope, pres.; Milton I. Hope, vice-pres.; Bob Hope, chmn. of bd.; Ivor H. Hope, Milton I. Hope, David Nadel, bd. members; Paul D. Travers, chief engr.; Frank H. White, dis. sales mgr.; John Wolfe, supt. in chge. of constr. prod.

HOPKINS MANUFACTURING CORP., INC., 428 Peyton ave., Emporia, Kans. Lev-L-Lite headlamp aimer, Vac-U-Lite (automobile manufacturer's production line headlamp aimers), candle power meter, dial pick body and fender tool, trouble lamp, Split Image Transit, dew boy car washer, Saf-T-Serve battery servicer. E. L. Hopkins, pres.; R. E. Hopkins, vice-pres., prod. mgr.; Nettie M. Dawson, secy.-treas.; Lee Irwin, chief engr.; E. L. Hicks, pur. agt.; F. F. Schrader, sales rep. home office. **Det. Rep.**—(for car mfgrs.) W. M. Hamilton, 22612 Beech st., Dearborn, Mich. (For jobbers) contact Hopkins Mfg. Corp. **Adv. Agcy.**—Richard Lane & Co., Kansas City, Mo.

HOUDAILLE INDUSTRIES, INC., 1280 Main st., Buffalo 9, N. Y. Bumpers, bumper guards, bumper hangers, torsional vibration dampers, rotary shock absorbers, fender panels and shields, special automotive tools, variable volume transmission pumps, custom forgings, hand tools. Ralph F. Peo, pres., chmn. of bd.; G. C. Saltarelli sr., vice-pres.; F. Arthur Smith, vice-pres., group exec. in chge. auto. div. **Sales Reps.**—John A. Crosby, Detroit div.; M. R. Cummings, vice-pres. Houdaille Ind. Ltd., Oshawa, Ontario, Canada; B. A. Elms, Huntington and Detroit divs.; Merle J. Timmerman, Manzel div., Buffalo. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

HOUDAILLE INDUSTRIES, INC., Buffalo Hydraulics Div., 537 East Delavan ave., Buffalo 11, N. Y. Rotary shock absorbers, torsional vibration dampers, friction snubbers, variable displacement hydraulic pumps. Ralph F. Peo, pres.; E. L. Spencer, gen. mgr.

HOUGHTON & CO., E. F., 303 W. Lehigh ave., Philadelphia 33, Pa. Carburizers, heat treating salts, cutting oils, drawing oils, tempering oils, textile oils and softeners, leather belting and packings, and lubricants. Aaron E. Carpenter, chmn. of bd., gen. mgr.; Wm. F. MacDonald, pres.; Frank Ross, (sales), vice-pres.; John F. Maisch, treas.; E. A. Carpenter, secy.; Herbert M. Michael, M. M.; Douglas C. Miner, adv. mgr.; Herbert B. Fox, dir. of pur.; Harry C. Mohrman, traf. mgr. **Det. Rep.**—H. E. Martin, Stephenson bldg.

HOUSER ENG. & MFG. CO., INC., Bluffton, Ind. Valve spring shims and gauges, safety door locks, battery holddowns, camber adjusting bolts, license plate brackets, license plate fasteners, idler arm adjusters, choke tube repair kits and choke filters. C. L. Schust Co., Inc., owner; Clemence N. Butts, sales mgr.

HOWELL DEVICE CO., 1083 Erie Cliff, Cleveland 7, O. Parts cleaning brush for garage repair. R. C. Howell, pres.; R. S. Adams, secy.; Wm. Scholleart, chief engr., asst sales.

HUB CITY IRON CO., 217 First ave., S.W., Aberdeen, S.D. Valve guides, valve seats, cylinder sleeves, shop equipment. P. C. Green, pres. and gen. mgr.; Mayme C. Green, secy. and treas.; Alberta G. Smith, vice-pres.; F. Glover, works mgr.

HUCK MFG. CO., 2480 Bellevue, Detroit 7, Mich. Blind rivets, huckbolt fasteners and installation tools. A. W. Armour III, pres.; A. E. Benkert, exec. vice-pres.; A. M. Stern, secy.; C. M. Albritton, vice-pres., mfg.; G. Van Hecke, vice-pres., engrg.; G. Q. Mathews, vice-pres. chge. sales; A. R. Tenny, sales mgr., Eastern div.; W. D. Messer, sales mgr., Midwestern div.; R. A. Villacres, sales mgr., Western Div.; C. B. Armour, admn. rep. **Det. Rep.**—C. J. Hanneman, 2480 Bellevue. **Adv. Agcy.**—Forrest B. Hubert, Inc., Detroit, Mich. Forrest B. Hubert, acct. exec.

HUDSON LAMP CO., 528 Elm st., Kearny, N. J. Miniature incandescent lamps; automotive flashlight, radio panel. H. Fine, pres.; P. S. Rust, vice-pres., sales and engrg.; L. A. Musella, treas.; D. E. Davis, secy.

HUFFMAN MFG. CO. Automotive Div. Ohio, Delphos, O. Oil measures, automatic transmission service units, oil dispensers, creepers, gas cans, lift drains, safety cans, funnels, H. M. Huffman jr., pres.; F. C. Smith, exec. vice-pres.; D. S. Mitchell, treas.; R. E. Dorman, gen. mgr.; T. M. Jones, asst. sales; F. Schlereth, traf. mgr. **Det. Rep.**—James R. Hearn, 631 Seldon ave., Detroit 1.

HUGHES-KEENAN, Division of The United States Air Conditioning Corp. London rd., Delaware, O. Roustabout cranes, winches, hi-lift. Earl A. Darr, chmn. of bd., vice-pres.; G. W. Way, pres., gen. mgr.; W. E. Post, vice-pres.; Harry A. Humes, secy.-treas.; George F. Kucera, Pauline M. Plymire, asst. treas.

HULL MFG. CO., P. O. Box 246, Warren, O. Illuminated automobile compass for night and day driving. Walter E. Hull, pres., treas., gen. mgr.; Ralph W. Hull, vice-pres., works mgr.; Agnes W. Hull, secy.; Russell A. Walter, sales, adv. mgr., asst. treas. **Adv. Agcy.**—R. J. McCallister Co., 4216 Market st., Youngstown, O. R. J. McCallister, acct. exec.

HUNTER ENGINEERING CO., Hunter ave. and Ladue rd., St. Louis 24, Mo. Wheel balancers, weights and equipment and wheel aligners and equipment, alignment shims, air jacks and headlight aimers. Lee Hunter, chmn. of bd.; Joseph Hunter, pres. and gen. mgr.; H. M. Seago, vice-pres. and sales mgr.; E. A. Goergen, secy-treas.; D. J. Wheeler, adv. and prom. mgr.; A. Healy, chief engr.; C. Denniston, pur. agt. **Adv. Agcy.** — Al Maescher Adv., Inc., St. Louis, Mo.

HUNTER MFG. CO., 30525 Aurora rd., Solon, O. Gasoline burning truck heaters, Hunter cargo coolers, LP-gas fired cargo heaters. Robert H. Hunter, pres.; Warren A. Miller, vice-pres. and sales mgr.; L. M. Hunter, secy.-treas.; H. W. Hurless, works mgr.; A. J. Hanje, vice-pres., prod.; J. C. Wolfe, pur. agt. **Adv. Agcy.**—Meermans, Inc., 1924 N.B.C. Bldg., Cleveland, O. F. T. McDonough, acct. exec.

HUPP AVIATION CO., 6633 West 65th st., Chicago 38, Ill. Gears, shafts, gear boxes, traversing gear boxes, high speed hydraulic rotary gear pumps, weldments, precision machining, sheet metal fabrication. T. V. Purvin, pres.; H. P. Fields, mfg. mgr.; J. W. Painter, gen. sales mgr.; J. K. Sloan, sales mgr., pumps. **Adv. Agcy.**—C. Franklin Brown, Inc., 20 N. Wacker dr., Chicago, Ill.

HUPPOWER DIVISION OF HUPP CORP., 7450 Melville, Detroit 17, Mich. Automotive: Electric window regulators, and other electric actuating devices, heaters, fans and defrosters. R. E. Brown, pres., gen. mgr.; E. A. Milliheam, mfg. mgr.; B. H. Kulose, sales mgr.; J. H. Stoops, chf. engr.; W. S. Thomas, pur. agt. **Det. Rep.**—L. A. Quart. **Adv. Agcy.**—Fred M. Randall Co., Detroit. H. R. Mack, acct. exec.

HURD LOCK & MFG. CO., 9659 Grand River, Detroit 4, Mich. Locks, control rods, polishing, die castings, ornaments, plating, hub caps, stone guards. Donald C. Suhr, pres.; Edwin W. Hurd, exec. vice-pres.; C. Sinclair, vice-pres., mfg.; C. J. Marshall, sales mgr.; Harry Carson, corporate secy.; R. A. Kropp, pur. agt.; H. F. Dies, chief engr.

HYATT BEARINGS DIV., General Motors Corp., Harrison, N. J. Roller bearings. W. L. Milner, gen. mgr.; C. C. Wardell, adv. mgr.; T. A. Jagen, works mgr.; A. L. Buchan, mfg. mgr. Harrison and Clark Plants; T. E. Hustead, prod. mgr.; C. W. Kalchthaler, chief engr. **Det. Rep.** —H. J. Gilmartin, mgr. motors sales div. **Adv. Agcy.**—D. P. Brother & Co., Detroit, Mich. S. C. Brown, acct. exec.

HYDRAULIC PRESS MFG. CO., Div of Koehring Co., Mount Gilead, O. Hydraulic presses for the metal working and process industries; die casting machines; plastics molding machines; Henry & Wright dieing machines, hydraulic pumps, valves, fluid motors, controls. W. H. Bennett, pres., gen. mgr.; E. L. Oehling, vice-pres., sales; J. W. Arnold, vice-pres. mfg.; C. P. Terry, adv. mgr.; Lloyd Harris, serv. mgr.; H. J. Zilske, parts and acc. mgr.; R. J. Lindsey, vice-pres., engrg.; Carl Fisher, pur. agt.; C. L. Coning, traf. mgr. **Det. Rep.** — Art Linzell, 2842 W. Grand blvd., Detroit 2. **Adv. Agcy.**—Maurice Mullay, Inc., Columbus, O. Jim Gallant, acct. exec.

HYDRAULIC PRODUCTS CO., 509 Westminster, Providence, R. I. Dyna-lift, dyna-jack, magic air oiler, grinding machines, regulators, vaporizers, air valves, trestles and cap plugs. Woolsey A. Shepard, pres. and treas.; Norman T. Bolles, vice-pres. and gen. mgr.; William A. Stewart, exec. vice-pres. and secy.; Francis J. Devlin, asst. treas.; Earl E. Bushman, works mgr.; George Page, sales mgr.; Lloyd Sheeran, chief engr.; Robbert Hall, pur. agt.; Peter J. Cloharty, dir. of dev.

HYDRO E-Z PACK, Division of Hercules Galion Products, Inc., South Market st., Galion, O. Refuse and garbage removal packer-type bodies. D. Van Alstyne jr., chmn. of bd.; E. P. Monroe, pres.; J. L. Mozley, asst. to pres.; O. C. Henkel, sr.,

(Continued)

Introducing the revolutionary new WHITE 5000

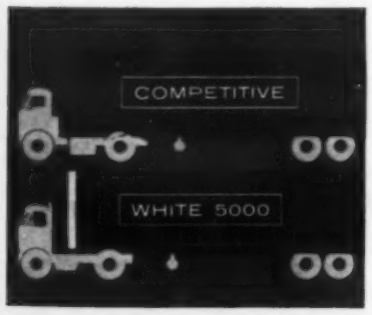
NEW SUPER HAULER

for New Super Highway System

Carries more cargo without taking more room on the road!

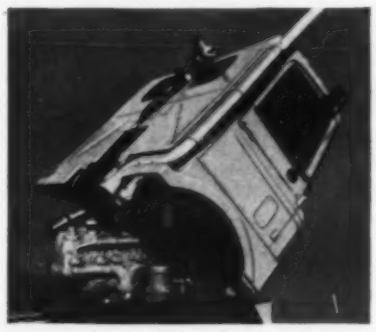
America's new $50 billion super highway system demanded development of a super truck to carry the lifeblood of living to an ever increasing population. This truck had to haul more and do more without being any bigger. How that miracle was accomplished is told here:

Cleveland, Ohio: Even if your name happens to be a very long one (National Amalgamated Freight Hauling Company, for instance), you can probably get the whole thing on the side of the trailer behind this amazing new tractor. But you'd barely have room for *initials* on the cab.



50" cab means much more payload.

For it's only 50 inches long, a "miracle foot" shorter than competitive cab-over-engine tractors (and up to 4' 4" shorter than conventional tractors). This can mean up to 243 cubic feet more payload on every trip, without exceeding legal limits.



Power-tilt cab uncovers diesel powerhouse.

But if the cab is only 50 inches long, is it roomy? You bet your life. Just climb up in that big seat and stretch your legs. Easy-chair comfort. Look out the picture-window windshield — it's 35% bigger!

Now step down and thump that cab with your knuckles. Feels like armor plate! But it's lightweight fiberglass — rigid and tough.

Turn a key — the cab tilts forward to uncover up to 335 diesel "horses" corralled in a lightweight engine of many aluminum components.

You see that weight-saving everywhere — cab, engine, chassis. Disc wheels, hubs, 60-gallon fuel tank — all aluminum. Yet the frame is built like a bridge — heat-treated, chrome-manganese steel with tubular cross members. Power-shift transmission. Short wheel base. A parking brake that works automatically if the air line should fault.

In short — the WHITE 5000 has the greatest combination of comfort, performance, and safety features that ever came down the pike. It's the newest, exciting expression of the WHITE engineering concept.

WHITE makes no "stamped-out" trucks — no "standard," assembly-line vehicles. Every WHITE is built to the exact specifications of the hauling job it is slated to perform. This takes a rare quality of engineering skill — a quality found in quantity nowhere but WHITE. Look at the whole WHITE line. *You'll be glad you did, in the long haul.*

THE WHITE MOTOR COMPANY
Cleveland 1, Ohio
Branches, distributors and dealers in all principal cities.

WORLD LEADER IN HEAVY DUTY TRUCKS

WHITE

Mr. Publisher:

6 REASONS WHY YOU SHOULD USE WEB-FED, HEAT-SET LITHOGRAPHY....

* Less printing time from layout preparation to subscriber delivery * Saves you 8 to 18 per cent on paper cost * You can accept last minute ads and last minute editorial changes far beyond the ability of letterpress * Enables you to use more color in your publication, at a saving to you and your advertisers * Saves on overall printing costs, including large savings on additional thousands * Quality second to none.

● *for more details and samples phone, wire or write . . .*

THE Safran PRINTING COMPANY
3939 Bellevue • Detroit 7, Michigan
WAlnut 1-4560

The above illustration is from a full color advertisement in the January 13th 1958 Automotive News, one of a series by Dodge Division of Chrysler Corporation. Prepared by Grant Advertising Agency, Detroit.

Who's Who in the Auto Industry

(Continued)

vice-pres.; A. Dangler jr., exec. vice-pres.; F. Biszantz, vice-pres., resch. and devlpt.; J. R. Melish, secy.-treas.; R. R. Reese, sales mgr.; W. A. Hoy, adv. mgr.; C. R. Heinlen, pur. agt.; K. J. King, chief engr. **Adv. Agcy.**—Howard Swink Advertising Agency, Marion, O. Marion Burton, acct. exec.

HYGRADE PRODUCTS DIV., Standard Motor Prod., Inc., 37-18 Northern blvd., Long Island City 1, N. Y. Carburetor kits and parts, speedometer cable and casing assemblies. Elias Fife, chmn. of bd.; Bernard Fife, pres., treas.; N. L. Sills, vice-pres., secy.; Al Roffman, adv. mgr.; J. F. Kenny, sales mgr.; F. Adler, chf. engr.; I. Beck, pur. mgr. **Adv. Agcy.** — Friend, Reiss Adv. Co., New York, N. Y. Harold Reiss, acct. exec.

HYMAN CO., S. E., 326 Jackson st., Fremont, O. Automobile seat covers, door scuff pads, wedge cushions, arm rest covers. R. D. Pence, pres. and gen. mgr.; R. B. Newman, vice-pres., treas.; Chester Culbert, secy.; C. H. Pickard, vice-pres. and prod. mgr.; Harold A. Dudley, supt.; Henry Sternberg, vice-pres. and sales mgr.; S. C. Mirsky, vice-pres. and Eastern sales mgr.

HYSTER CO., 2903-26 N. E. Clackamas, Portland 8, Ore. Also plants at Peoria, Ill., Danville, Ill., Nijmegen, The Netherlands, Sao Paulo, Brazil and Glasgow, Scotland. Fork lift trucks, Straddle trucks, Karry Krane, tractor winches, tractor cranes, tractor arches. Ernest G. Swigert, pres.; Frank L. Ross, vice-pres.; Harvey Black, secy.-treas.; Philip Hill, exec. vice-pres.; Ray Ronald, R. F. Moody, sales mgrs.; Jack Lewis, vice-pres., chge. prod.; D. J. Sheehan, serv. mgr.; Glenn Herz, chf. engr.; Paul Rhodes (West), Ken Waldren (East), pur. agts. **Det. Rep.** — Hyster Co. of Mich., 14313 Wyoming ave., Detroit 38, Mich. **Adv. Agcy.**—Cole & Weber, Portland, R. H. McCullough, acct. exec.

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IDEAL CORP., 435 Liberty ave., Brooklyn 7, N. Y. Hose clamps, switches. Phil Rauch, pres.; Louis Rauch, vice-pres.; John Wenzel, mktg. mgr. **Adv. Agcy.**—RAF Advertising, Inc., Newark, N. J. D. Lauter, acct. exec.

ILLINOIS TOOL WORKS, 2501 No. Keeler ave., Chicago 39, Ill. Engineered and standard metal cutting tools, gear and cutting tool measuring machines. Harold Byron Smith, pres.; J. F. Miller, vice-pres.; J. R. Russell, treas.; Robert E. Wolff, sales mgr.; J. Tapper, works mgr.; D. A. Permoda, adv. mgr.; John Gibson, chief engr.; A. Froehlich, pur. agt.; J. Tomlin, pub. rel. mgr. Raymond P. Blakeman, mgr. Tool & Machine div. **Det. Rep.**—Ed Wiard, 1403 East State Fair. **Adv. Agcy.**—Waldie & Briggs, Chicago, Ill. R. M. Wall, acct. exec.

IMCO CONTAINER CORP., 75th and Cleveland sts., Kansas City 30, Mo. Polyethylene bottles and jars for various car polishes and window cleaners. W. K. Archer, pres.; R. V. Vosburgh, vice-pres.; H. J. Steed, secy. and treas. **Adv. Agcy.**—Comer & Pollard, Kansas City, Mo. C. Alec Pollard, acct. exec.

IMCO MFG. & SALES CO., 10 E. Lafayette ave., Baltimore 2, Md. Imco lined brake shoes, universal joints, water pumps, brake cable shorteners. Irvin M. Cook, pres.; I. Douglas Cook, sales mgr.; J. A. King, pur. agt. **Adv. Agcy.**—David Lampe Advertising Co., Baltimore, Md.

IMERMAN SCREW PRODUCTS CO., 6420 E. Lafayette, Detroit 7, Mich. Screw machine products, automotive steering and suspension assemblies. Stanley Imerman, pres., treas. and gen. mgr.; Joseph H. Jackier, secy.; E. A. Sicklesteel, pur. agt. **Det. Rep.**—6420 E. Lafayette, Detroit 7, Mich.

IMPERIAL BRASS MFG. CO., 6300 Howard st., Chicago 48, Ill. Tube fittings, flexible fuel lines, pressure hose and reusable couplings, power steering hose assemblies, needle and shutoff valves, drain cocks, fuel strainers, push-pull controls, tube cutters, benders, flaring tools, drum faucets, battery hydrometers, antifreeze testers, motor cleaners, air nozzles. F. C. Shafer, chmn. of bd.; W. C. Musham, pres. and treas.; F. Harris, secy.; J. T. Greenlee, vice-pres., sales mgr., ind. div.; C. H. Benson, vice-pres., sales mgr., distributor sales; F. J. McNellis, export mgr.; E. F. Todd, sales prom. mgr.; M. L. Warder, adv. mgr.; G. Franck, dir. of engrg.; W. B. Burnet, pur. agt.; Joseph Blecha, traf. mgr. **Adv. Agcy.**—Klau, Van Pietersom, Dunlap, Milwaukee 3, Wis. Hal Weber, acct. exec.

IMPERIAL HANDLE & LOCK MFG. CO., INC., 858 East 29th st., Brooklyn 10, N. Y. Gas locks for Cadillacs, body hardware, fenda-trim gas lock, guardian safety handle, door handles, locks, channels. Owned and operated by the Friedman Bros.

IMPERIAL INDUSTRIES, INC., 4436 Walker ave., Wayne, Mich. Production forming facilities for all types of thermoplastics. W. G. Lewellen jr., pres., gen. mgr., pur. agt.; C. O. Betz, vice-pres., treas., prod. mgr., chief engr.; R. W. Struthers, sales mgr. **Det. Rep.**—R. W. Struthers, 628 Pallister.

IMPORTED CAR GOLD BOOK, INC., 46 Fulton ave., Hempstead, N. Y. Publish imported car price guide. Hugh Weidinger, pres.; James A. Van Deusen, gen. mgr.

INDEPENDENT LOCK CO., Fitchburg, Mass. Locks, key blanks, key cutting machines. G. W. Falk, pres.; B. S. Falk, gen. sales mgr.; J. S. O'Donnell, ind. sales mgr.; B. A. McCuen, mdse. mgr.; S. Morgen, works mgr.; H. B. McGuirk, serv. mgr.; B. Kaplan, pur. agt.; G. Patriquin, chief engr.; J. Manning, traf. mgr. **Det. Rep.**—Harry J. Sherman, 2101 Cass ave. **Adv. Acy.**—Humphrey, Alley & Richards, Inc., 1235 Statler bldg., Boston, Mass. Herman Allen, acct. exec.

INDIAN CO., THE, 29 Worthington st., Springfield, Mass. Motorcycles; spare parts and accessories, import bicycles. Arthur T. McManmon, pres.; Lawrence O. Paul, exec. vice-pres.; T. I. Mosley, gen. mgr. & pur. agt.; F. J. O'Donnell, off. mgr.; J. Hill, serv. mgr.; Armand P. Gaudreau, access. mgr. **Det. Rep.**—Robert J. Steiner, 8335 North 51st st., Milwaukee 18, Wis. **Adv. Agcy.**—Gibney and Barreca, Springfield, Mass.

INDUSTRIAL RAYON CORP., 660 Union Commerce bldg., Cleveland 1, O. Tyrex viscose tire cords, rayon textile yarns, knitted fabrics, and nylon staple fiber. H. B. Kline, pres.; F. L. Bissinger, group vice-pres., mktg. and research; G. I. Rounds, vice-pres., mktg. Sales mgrs., 500 Fifth ave., New York 36, N. Y.: G. C. Miller, rayon textile yarns; A. A. Schoenberger, rayon knitted fabrics; C. E. Rodgers jr., nylon staple fiber.

INDUSTRIAL RESEARCH, INC., 4016 N. W. 29th st., Miami 42, Fla. Catalyst battery caps. C. H. Laughlin, pres.; H. M. Gulick, vice-pres.; P. Howard Wills, secy.-treas.

INGERSOLL - RAND CO., 11 Broadway, New York 4, N. Y. Air compressors, air tools, electric impactools, diesel engines, centrifugal pumps, blowers, rock drills, steam condensers. R. H. Johnson, pres.; L. C. Hopton, first vice-pres.; E. R. Sheerin, treas.; H. G. Conkey, vice-pres.; N. D. Cherry, asst. sales mgr.; A. W. Loomis, adv. mgr.; W. T. Mills, gen. pur. agt.; F. Webbe, traf. mgr. **Det. Rep.** — D. Fleck, mgr., Ingersoll-Rand Co., Congress st. **Adv. Agcy.**—Beaumont, Heller, Sperling, Reading, Pa., and Marsteller, Rickard, Gebhardt & Reed, Inc., New York 17, N. Y.

INGERSOLL STEEL DIV., Borg-Warner Corp., New Castle, Ind., High carbon and alloy steel sheets and plates, high speed and stainless steel sheets, high strength steel sheets and forging quality ingots, stainless clad steel, saw steels, automotive and tractor clutch discs, hand shovels. Harold G. Ingersoll, pres. and gen. mgr.; Howard E. Morrison, exec. vice-pres. and asst. gen. mgr.; R. W. Leigh, vice-pres. chge. sales; W. C. Zepf, treas.; G. L. Smith, pur. agt.; T. L. Nelson, vice-pres. of mfg. **Adv. Agcy.**—Headen, Horrell and Wentsel, Prudential Plaza, Chicago 1, Ill.

INLAND MANUFACTURING CO., 1108 Jackson st., Omaha 2, Neb. Radiator repair shop equipment including: Radiator flow-testing machines, radiator testing and repair benches, radiator cleaning tanks, radiator back-flushing booths, block de-scaling machines, radiator leak exposer, small tools and expendable supplies used by radiator repair shops. Daniel Langfeld, pres., gen. mgr.; B. Langfeld, vice-pres.-treas.; Sam L. Grasso, mgr., mfg. depts.; James V. Grasso, mgr. equip. div.

INLAND MFG. DIV., General Motors Corp., 2727 Inland ave., Dayton 7, O. Steering wheels, plastic and rubber; motor mounts; weather strips, molded extruded and foam rubber; injection molded plastic parts; clutch assemblies; power steering hose; hydraulic brake hose; brake lining, ice trays, molded rubber parts, defroster hose. J. D. O'Brien, gen. mgr.; C. K. Haas, factory mgr.; M. A. Lause, gen. sales mgr.; A. J. Fouts (refrig. and allied prod.), asst. sales mgrs.; H. J. Raiff, prod. mgr.; R. S. Wolfe, pur. agt.; J. J. Braham, div. compt.; W. A. Blake, traf. mgr. **Det. Rep.**—R. H. Smith, 8-117 General Motors bldg., Detroit 2.

INLAND RUBBER CORP., 515 Newman st., Mansfield, O. Tires, tubes and repair materials. J. H. Hoffman, pres.; J. C. Moore, vice-pres., gen. sales mgr.; E. C. McGarvey, secy.; Boyd Weaver, treas.; John W. Hammer, adv. mgr.

INLAND STEEL CO., 30 West Monroe st., Chicago 3, Ill. Steel and steel products. Subsidiaries—Joseph T. Ryerson & Sons, Inc., Inland Steel Container Co., Inland Steel Products Co. J. L. Block, chmn. and chief exec. officer; P. D. Block jr., vice chmn.; J. F. Smith, pres., H. W. Johnson, vice-pres. planning and research; L. B. Block, vice-pres., pur.; F. M. Rich, vice-pres., steel mfg.; R. M. Buddington, vice-pres., sales; L. B. Hunter, vice-pres., admn.; C. B. Jacobs, vice-pres., raw materials; W. G. Caples, vice-pres., ind'l and pub. rel.; R. L. Peters, vice-pres., finance; G. Megan, secy.; H. H. Straus, dir. Chicago Heights coordinator; J. J. Bohnen, mgr. of sales Plate and Structural div.; D. L. Brewster, gen. mgr. of sales; J. C. Fausch, asst. gen. mgr. of sales; B. J. Willner, asst. to vice-pres. in chge. of sales; M. E. O'Brien, mgr. of sales, Bar and Semi-finished div.; K. J. Burns, mgr. of sales, Sheet and Strip div.; D. D. Dillman, dir. of pub. rel.; H. J. Kreher, mgr. of sales, Pig Iron and Coal Chemicals div.; M. S. George, mgr. of sales, Railroad div.; R. F. Killelea, mgr. Adv. div.; E. J. Sanne, mgr. of sales, Tin Plate and Export div.; F. G. Jaicks, gen. mgr. steel plant; J. N. Macomb jr., asst. to dir., pub. rel. **Adv. Agcy.**—Edward H. Weiss & Co., 360 N. Michigan ave., Chicago 1, Ill.

INNOCENTI CORP., Lambretta Div., 45 Columbus ave., New York, N. Y. Technical Center, 31-17 38th ave., Long Island City, N. Y. Motor scooters; (two and three-wheel passenger with side-car; three-wheel commercial model). Dr. Jean Rodocanachi, pres.; Carlo A. Pozzi, vice-pres. and treas.; Robert Moss, secy.; A. Sinclair Gray, gen. mgr.; L. T. Erbsen, mktg. mgr. **Adv. Agcy.** — Anderson & Cairns, Inc., 130 E. 59th st., New York 22, N. Y.

INSEALATOR, INC., P. O. Box 146, Holly, Mich. Radiator stop leak pellet (for industrial use only). Fred D. Barton, pres.; Ethel A. Barton, vice-pres.; William L. Christiansen, secy.; A. Duncan, sales rep.

INTER - COMMUNICATION SYSTEM OF AMERICA, 2170 S. Canalport ave., Chicago 8, Ill. Service control for auto dealers, inter-communication equipment of all types, public address systems. Nathan C. Meyer, pres.; Joseph Meyer, vice-pres.; Milton C. Meyer, secy.-treas. **Adv. Agcy.** —Holtzman-Kain, Chicago, Ill.

INTER-LAKES STEEL PRODUCTS CO., 9434 Highland rd., Rt. 2, Pontiac, Mich. Automotive accessories and assemblies, jigs, fixtures and special equipment. Partners: Albert A. Stanker, Basil Thompson, Joe Venticinque, Don Wolverton.

INTERNATIONAL CONVEYOR & WASHER CORP., 652 East Fort st., Detroit 26, Mich. Conveyors of all types, automatic handling equipment, industrial washing machines, phosphatizing systems, marine fuel and water tanks. Murray V. Knapp, pres.; Cyril D. Paquette, vice-pres., sales mgr., gen. mgr.; Neil B. Morrish, secy-treas.; Guy Sherk, works mgr.; Jack Keeler (Conveyor Div.), chief engr.; Milt Watko (Washer Div.), chief engr.; Fred Hofmann, pur. agt.

INTERNATIONAL HARVESTER CO., 180 N. Michigan ave., Chicago 1, Ill. F. W. Jenks, pres.; H. O. Bercher, Brooks McCormick, W. C. Schumacher, exec. vice-presidents; G. J. Eger, secy.; F. B. Mattingly, treas.; R. M. Buzard, vice-pres. in chge. motor truck div.; W. E. Callahan, asst. to vice-pres.; S. G. Johnson, mgr., engrg. (motor truck div.); H. E. Gottberg, mgr. mfg. (motor truck div.); L. W. Pierson, mgr. sales (motor truck div.); D. F. Kuntz, J. C. Bulleit, asst. sales mgrs. (motor truck div.); M. F. Peckels, dir. of consumer rel.; W. O. Maxwell, mgr. consumer rel. dept.; C. W. Leslie, gen. supr. (motor truck serv.); D. A. Conroy, mgr. supply & inventory (motor truck div.); A. C. Friedsam, gen. traf. mgr.; J. W. Vance, pub. rel. dir. **Det. Rep.**—G. D. Partridge, dist. mgr., 5915 W. Warren ave., Detroit 10. **Adv. Agcy.** — Young & Rubicam, Inc., Chicago 1, Ill.

INTERNATIONAL MFG. CO., 2512 Washington st., Roxbury 19, Mass. License plate frames and brackets, guide posts, ornaments, initial frames, auto chairs, cribs. A. G. Goldberg, pres.; L. S. Fentin, vice-pres.; Morris I. Goldberg, gen. mgr.; Emilio Puorro, works mgr.; Sumner E. Swig, sales mgr. **Adv. Agcy.**—David Malkiel, Inc., Boston, Mass. Julian Malkiel, acct. exec.

INTERNATIONAL NICKEL CO., INC., 67 Wall st., New York 5, N. Y. Primary nickel and nickel alloys. Dr. John F. Thompson, chmn.; H. S. Wingate, pres.; J. R. Gordon, exec. vice-pres.; L. R. Larson, vice-pres. and gen. sales mgr.; M. J. Phillips, mgr. adv. **Det. Rep.**—F. J. Walls, 19842 James Couzens hwy., Detroit 35, Mich.

INTERNATIONAL PARTS CORP., 4101 W. 42nd pl., Chicago 32, Ill. Automotive truck, bus, diesel mufflers and pipes. Nate H. Sherman, pres.; Gordon Sherman, exec. vice-pres. and sales mgr.; Robert Schroeder, vice-pres.; B. G. Sherman, secy.; Wm. Mackey, works mgr.; I. Frank, asst. works mgr.; J. Marx, chief engr.; M. Phalen, asst. chief engr.; H. Sabboth, pur. agt.; P. Brown, asst. pur. agt.; Dave Elias, adv. mgr. **Adv. Agcy.**—I. J. Rosenbloom, Chicago, Ill.

INTERNATIONAL RESISTANCE CO., 401 N. Broad st., Philadelphia 8, Pa. Fixed and variable resistors. Chas. Weyl, pres.; G. D. Butler, dir. of sales; E. A. Stevens, vice-pres. and treas.; R. D. Ferree, mdse. sales mgr.; Jesse Marsten sr., vice-pres. and dir. engrg. **Det. Rep.**—Koehler-Pasmore Co., 11833 Hamilton, Detroit 3. **Adv. Agcy.**—Arndt, Preston, Chapin, Lamb & Keen, Inc., Philadelphia, Pa. Earle Thompson, acct. exec.

IONIA MFG. CO., Div. of The Mitchell-Bentley Corp., 219 Dexter st., Ionia, Mich. Estate wagon bodies, automotive trim, deluxe automotive bodies, transportation seating, public seating, industrial canvas sewing. Don R. Mitchell, pres., gen. mgr.; Wm. F. Mitchell, exec. vice-pres.; H. K. White, vice-pres.; A. E. Brown, secy.-treas.; F. R. Hook, asst. gen. mgr.; James H. Dignan, sales mgr.; B. D. Prendergast, asst. sales mgr.; E. J. Houghton, serv. mgr.; G. F. Macfarlane, exec. chf. engr.; Robert Barit, dir. of material. **Adv. Agcy.**—Brindley-Roth, Inc., Detroit, Mich. R. B. Brindley, acct. exec.

J

J. F. R. Co., The, 585 E. Washington st., North Attleboro, Mass. Imported Moretti automobiles and parts. Joseph F. Rosa, pres., treas.; Ann C. Rosa, secy.; Albert Kopech, gen. mgr.; Domenic Belluso, parts and acct. mgr.; Monroe B. Scharff & Co., 230 Park ave., New York, N. Y. pub. rel. mgr. **Adv. Agcy.** — Hoag & Provandie, Boston, Mass.

JACK & HEINTZ, INC., 17600 Broadway, Cleveland 1, O. Aircraft electrical accessories, custom-built commercial electric motors. F. R. Kohnstamm, pres.; O. T. Hess, secy.; C. F. Herbold, R. J. Eschborn, vice-presidents; J. E. Ault, compt.; J. R. Callahan, treas.; H. C. Schroeder, serv. mgr.; Hugh W. Lloyd, pur. agt.; Mike Seiverth, traf. mgr.; J. R. Becker, sales mgr.—**Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. E. J. Martin, acct. exec.

JACK-BILT CORP., 906 Central st., Kansas City 5, Mo. Stick-on badges, new and used-car advertising and display material; all required I. C. C. forms and signs. Frank D. Jackson, pres.

JACK-PACK MFG. CO., 2115 N. Marianna ave., Los Angeles 32, Calif. Hydraulic jack repair kits. Edward Wright, pres.; Howard Hiltabidel, vice-pres.; Donald Poe, gen. mgr.; A. L. Owens, sales mgr. **Det. Rep.**—Harry Ault.

JAGUAR CARS, INC., 32 East 57th st., New York 22, N. Y. Jaguar cars. Johannes Eerdmans, pres.; C. Gordon Benett, vice-pres.; William Mazza, treas.; James C. Touchton, vice-pres. U. S. A. sales; Everett T. Martin, vice-pres. adv. sales prom. and pub. rel. mgr.; Louise Alpert, asst. adv. mgr.; Brown Furlow, overseas sales; R. Graham Reid, vice-pres., serv. and parts; K. Hickman, gen. serv. mgr. **Adv. Agcy.**—Cunningham & Walsh, Inc., New York, N. Y. Harry A. Spangler, acct. exec.

JAMBOR TOOL & STAMPING CO., 3057 N. 30th st., Milwaukee 10, Wis. Bolt sets, shackle sets, rocker arm shafts, oil pumps, water pumps, small motor stampings, clutch forks, crankshaft ratchets, crankshaft pulleys, screw machine parts. (For Ford, Chevrolet and Plymouth cars.) R. B. Pressinger, pres.; E. L. Pressinger, vice-pres. and gen. mgr. in chge. of pur.; A. A. Mayer, treas.; A. Vinohradsky, works mgr.; C. Zauner, sales mgr.

JAMES INDUSTRIES, INC., E. Genessee, Skaneateles, N. Y. Cooling system analyzers. Albert James, pres.; Frederick Y. Manning, vice-pres.; Mary M. James, secy. and treas.; Jos M. Beatty, chief engr.; L. B. Wood, pur. agt., parts and acc. mgr. and traf. mgr. **Adv. Agcy.**—Richards & Webb, Inc., Syracuse, N. Y.

JAMESTOWN FINISHES, INC., (Subsidiary of Rubbermaid, Inc.) 125 Blackstone ave., Jamestown, N. Y. Primers, enamels, coated fabrics, lacquers, varnishes, vinyl organosols and plastisols. B. W. Avallone, pres. and gen. mgr.; L. D. Anders, Forest B. Shaw, vice-presidents; Donald Noble, treas.; J. Richard Raeder, secy.; J. Carl Myers, asst. secy.; Robert O. Ehert, prod. mgr.; John P. Hart, asst. treas.

JAY ELECTRIC CO., 5664 St. Jean ave., Detroit 13, Mich. Electric manufacturing and service. C. F. Josey, pres.; C. K. Johnston, vice-pres. and gen. mgr.; Edward Stanton, secy.

JENNISON-WRIGHT CORP., THE, 2463 Broadway, Toledo 9, O. Kreolite wood block factory flooring, creosoted railroad ties, piling, bridge ties and timbers. C. G. Carver, pres.; James Lampe, secy.; T. V. Cherrington, vice-pres., adv. mgr.; E. J. Littleton, R. R. ties mgr.; L. T. Ericson, chief engr.; Hugh Schwab, treas.; Norbert J. Beez, traf. mgr. **Det. Rep.**—Jack Cornish and Bert Jones, 9141 E. Jefferson ave. **Adv. Agcy.**—Philipps-Thackeray Advertising, Toledo, O.

JENSEN INC., 9331 Freeland, Detroit 28, Mich. Industrial ovens (radiant-infra-red & convection type heat), conveyors, material handling equipment, paint dip tanks, spray booths, finishing equipment, etc. F. V. Jensen, pres., gen. mgr.; Ben Milt, vice-pres. chge. sales; John J. Casey, vice-pres. chge. engrg.; Henry Thumin, secy.; Charles J. Salter, treas.; Glenn Mee, works mgr.; John J. Casey, chief engr. **Det. Sales Rep.**—G. R. (Dick) Clover, 506 New Center bldg., Detroit 2, Mich.

JESSAM INDUSTRIAL CORP., 180 Broadway, New York 38, N. Y. Military surplus parts, jeep parts, ignition parts, diesel specialists. J. Pinto, pres.

JET MFG. CO., INC., 288 Hyde Park ave., Boston 30, Mass. Marking pens and inks, stamping and stencil inks, roller printers. Chas. W. Airosus, pres.; D. C. Airosus, secy.

JET SPRAY AUTO WASHER CORP., 19 West 34th st., New York 1, N. Y. Jetomatic car & truck washers. Sidney Mindlin, pres.; Monroe Lewis, treas. **Adv. Agcy.**—Edward Lush & Co., New Haven, Conn.

JETOMATIC, INC., 150 Wakelee ave., Ansonia, Conn. Car and truck washers, overhead and floor models, automotive vacuum cleaners. Thomas Weisz, treas. and sales mgr.; Andrew Weisz, pres.; E. Loper, jr., plant supt.; J. R. Mitchell, chief engr.

JIFFY MFG. CO., 360 Florence ave., Hillside, N. J. Padded shipping bags, kushion kraft (cellulose wadding), bumper pads, macerated paper pads and blankets. C. F. Johnson, sales mgr.; J. D. Farrington jr., pkg. engr. **Det. Rep.**—H. J. Bower, 1001 Prange dr., Fort Wayne, Ind.

JOHNS-MANVILLE, 22 East 40th st., New York 16, N. Y. Brake linings, lined brake shoes, brake blocks, clutch facings, automatic transmission discs, packing, oil seals and fiber glass automotive insulations. A. R. Fisher, chmn. of bd. and pres.; C. B. Burnett, exec. vice-pres.; J. A. O'Brien, vice-pres. for sales; C. C. Simoni, gen. mgr. Packings and Friction Mtls. div.; E. H. Wells, asst. gen. mgr. Packings and Friction Mtls. div.; A. J. Bette, prod. mgr. friction mtls.; R. M. Garrett, mgr. equip. friction mtls.; S. V. Lukas, mgr. replacement friction mtls.; J. S. Doyle, mgr. auto sales; F. W. Segerstrom, mgr. auto. ins. (Toledo); A. B. Curtis, sales mgr. packings and textiles; W. S. Hough, prod. mgr. packings and textiles. **Det. Rep.** — A. E. Hewlett, Johns-Manville Sales Corp., W. Grand blvd. at 2nd ave., Detroit 2.

JOHNS-MANVILLE SALES CORP., Dutch Brand Div., 7800 Woodlawn ave., Chicago 19, Ill. Plastic, friction and rubber electrical tapes, vinyl color tape, industrial pressure sensitive tapes, masking tape, filament reinforced strapping tape, glass setting tapes, patch kits, rubber cement, tube repair gum, vulcanizing, boot and trim cement, sponge rubber weatherstrip, sponge rubber, cork and rubber compounds, gasket shellac compound, gasket sealing paste, rubber aprons. A. R. Fisher, pres.; E. F. Boyle, vice-pres. and gen. mgr.; district sales managers: Eastern, W. M. Hobeisberger; Central, Geo. C. Alexander; Midwestern, V. I. Montgomery; W. R. Reder, adv. mgr.; C. G. Geiger, gen. sales mgr.; C. E. Frick, plant mgr.; John F. Swart, pur. agt. **Det. Rep.**—Geo. C. Alexander, 15135 Seminole, Detroit, Mich.

JOHNSON BRONZE CO., 500 S. Mill St., New Castle, Pa. Sleeve bearings; cast and rolled bronze, bronze and babbitt, bronze and steel, steel and babbitt, powder metallurgy, aluminum alloy, aluminum on steel. J. P. Flaherty, chmn. of bd.; E. M. Flaherty, pres.; J. F. Flaherty, vice-pres.; Louis Sandler sr., vice-pres.; L. F. Johns, vice-pres., mfg.; F. G. Moser, mgr. O.E.M. sales; E. N. Beisheim, prod. sales mgr.; Norman Hughes, mgr. repl. sales, auto.; Eugene Scanlon, adv. mgr.; L. Ivan Hudson, secy.; J. J. Brice, prod. mgr.; J. N. Stone, mgr. ind'l repl. sales.

JOHNSON PRODUCTS, INC., 1185 E. Keating ave., Muskegon, Mich. Valve tappets. Paul F. Bergmann, pres. and treas.; John W. Humphreys, vice-pres. mfg.; Henry J. Hasper, secy.; William M. Frank, vice-pres., sales and adv.; S. P. Tornga, pur. agt. **Adv. Agcy.** — The Jaqua Co., Grand Rapids, Mich. Gustave Richter, acct. exec.

JOHNSON & SON, INC., S. C., 1525 Howe st., Racine, Wis. Household wares, air fresheners and insecticides, industrial and agriculture wax products; automotive products: Car cleaners, waxes and whitewall tire, upholstery & chrome cleaner. H. F. Johnson, chmn.; H. M. Packard, pres.; K. R. Nelson, secy.; W. C. Kidd, treas.; R. W. Carlson and S. C. Johnson, vice-presidents; W. N. Connolly, pub. rel. vice-pres.; Dr. J. V. Steinle, research & dev. vice-pres.; R. P. Gardiner, prod. vice-pres.; R. W. Griffith, household prod. field sales mgr.; J. W. Barrett, mainte. prod. dept. mgr.; D. L. Smith, adv. and mdse. dir.; R. H. Deihl, H. D. Wakefield, J. B. Rosmussen (automotive), R. E. Dobson, L. R. Peterson, prod. mgrs.; C. A. Stangby, media mgr.; J. K. Duncan, sales prom. mgr.; W. R. Gerler, pub. rel. mgr.; J. R. Ruston, pur. mgr.; C. L. Laehr, asst. pur. mgr.; H. J. Bowman, traf. mgr. **Det. Rep.** — J. J. McSunas jr., 14331 Schaefer hwy. **Adv. Agcy.**—(automotive) Foote, Cone & Belding, Chicago, Ill. G. W. Belsey, acct. supr.

JO-LINE TOOLS, INC., 8442 Otis st., South Gate, Calif. Precision torque limiting wrenches. R. L. Barneson, pres., treas.; R. Glen Woods, gen. mgr. **Det. Rep.**—Van F. Belknap Co., 15016 Fenkell ave., Detroit. **Adv. Agcy.** — Martin R. Klitten Co., Los Angeles, Calif.

JOMA MFG. CO., INC., 901 Zerega ave., New York 72, N. Y. Passenger car and truck mirrors. Joseph Fischer sr., pres.; Mrs. J. Fischer, secy.-treas.; John Dahlke, vice-pres. and traf. mgr.; Louis Shulman, pur. agt.

JONES BONDING & MFG. CO., PAUL R., 124 East 10 Mile rd., Hazel Park, Mich. Bonded: passenger car brake shoes; truck brake shoes; heavy machinery brakes and clutches; truck and tractor clutches; automatic transmission planetary gear bands; adhesive coating of brake linings and all types of manufacturing with structural adhesives. Paul R. Jones, pres. and gen. mgr.; Virginia S. Jones, vice-pres., secy.-treas.; C. Charles Boston, works mgr.; Paul R. Jones III, sales mgr. and asst. gen. mgr. 124 East 10 Mile rd., Hazel Park, Mich.

JONES & LAUGHLIN STEEL CORP., 3 Gateway Center, Pittsburgh 30, Pa. Hot rolled bars, shapes, special sections; carbon and alloy cold finished bars and shapes; stainless, alloy and strip steels; hot and cold rolled sheets and strip; tubular products; wire products; tin mill products; steel shipping containers; wire rope. Ben Moreell, chmn. of bd.; Avery C. Adams, chmn. and pres.; B. F. Jones III, vice-pres. and secy.; H. H. Wunderlich, vice-pres. and treas.; J. E. Timberlake, vice-pres. sales; H. E. Robinson, gen. mgr. prod. div.; C. M. Merritt, gen. mgr. of sales; J. R. Hight, dir. of pub. rel. and adv.; A. A. Archibald, vice-pres. engrg. and plant; J. W. Lindsey, dir. of pur.; P. L. Tietjen, gen. mgr. traffic and trans. **Det. Rep.**—R. F. Darr and W. K. Breeze, Fisher bldg., Detroit 2, Mich.

JONES & LAUGHLIN STEEL CORP., Stainless and Strip Div., Box 4606, Detroit 34, Mich. Stainless sheets, strip, bars and wire; forging billets and slabs for rerolling; alloy steel bars—hot rolled and cold finished; carbon steel bars—cold drawn only; precision and standard cold rolled strip—low carbon, high carbon, tempered spring steel; electro zinc and copper coated; alloy and stainless. M. K. Schnurr, pres.; J. H. Abbott, vice-pres., sales; H. N. Steinberger, gen. mgr. of sales; H. W. Arnold, pur. agt.; T. G. Kuzma, mgr. Det. District sales.

JONES & LAUGHLIN STEEL CORP., Strip Steel Div., 45 S. Montgomery ave., Youngstown 1, O. Strip, low carbon, high carbon; pre-tempered spring steel; electro zinc coated; hot-dipped zinc coated, electrolytic tin coated, electrolytic copper coated, electrolytic brass coated, alloy, stainless and pre-painted strip. C. M. Beeghly, pres.; J. T. Bachman, vice-pres. and gen. mgr. sales; W. F. Zarbaugh, vice-pres., engrg., pur. and traf. **Det Rep.**—Robert Babish, 12301 Hubbell ave., Detroit 27, Mich.

JOYCE-CRIDLAND CO., 2027 E. First st., Dayton 3, O. Automobile, bus and truck lifts, Materialifts, hydraulic elevators, hydraulic jacks, railroad and industrial jacks. Huston Brown, pres. and gen. sales mgr.; Kert Hott, vice-pres. and secy.; Warren Webster, vice-pres. and treas.; Merle P. Smith, gen. and works mgr.; John Miller, asst. gen. sales mgr. (lifts); R. M. Tormey, sales mgr. (jacks); J. W. Wagner, mgr. sales adm.; John Miller, adv. mgr.; Kert Hott, chief engr.; R. V. Park, pur. agt. and traf. mgr.; A. M. Hicks, asst. **Adv. Agcy.**—Weber, Geiger & Kalat, Dayton 2, O. H. A. Weber, acct. exec.

JUBILEE MFG. CO., 1931 S. 20th, Omaha 8, Neb. Electric horns, hydraulic bumper jacks. John L. McCague, pres., gen. mgr.; Marie H. McCague, secy.; Hubert A. Lewis, treas.; Fred H. Tag, sales mgr. **Adv. Agcy.**—Allen & Reynolds, 1300 WOW bldg., Omaha, Neb.

K

K-D LAMP CO., 1910 Elm st., Cincinnati 10, O. Truck and passenger car mirrors, stop and rear lights, reflectors, clearance and marker lamps, flares, fusees, turn signals, fog lights, emergency vehicle and tractor lights, headlights. R. P. Vogele, pres. and gen. mgr.; N. C. Herrmann, works mgr.; Charles Adams, vice-pres. in chge. of sales; David Nelson, adv. mgr.; L. W. Mappes, chief engr.; F. H. Thiel, asst. to sales mgr. **Adv. Agcy.**—Associated Advertising Agency, Inc., First National Bank bldg., Cincinnati 2, O. George L. Service, acct. exec.

K-D MFG. CO., 526 N. Plum st., Lancaster, Pa. Automotive service tools, flat steel washers. Geo. W. Marshall jr., pres.-treas.; Edward Barto, works mgr.; C. Paul Myers, vice-pres.-sales adv.; Parke I. Girvin, asst. to pres.; **Det. Rep.** —Howard D. Wixson, 715 Fisher bldg., Detroit 2. **Adv. Agcy.**—Andes Advertising Agency, Lancaster, Pa.

K & W PRODUCTS, 8319 Allport ave., Whittier, Calif. and Bloomington, Ind. Metallic seal, radiator seal, cylinder sleeve seal, waterless soap, 3-Way, water pump lubricant and rust inhibitor, tools, and equipment for block repair, radiator cleaner. F. J. Gaspard, pres.; K. L. Dieterle, vice-pres.; E. M. Hamilton, secy.-treas.; S. O. Smith, sales mgr.; R. M. Cate, office mgr. and adv. mgr.; R. E. Fisher, asst. sales mgr. **Det. Rep.** —Carl Schwarz, 11139 Ziegler st., P. O. Box 5, Taylor, Mich.

KAISER ALUMINUM & CHEMICAL SALES, INC., 919 N. Michigan ave., Chicago 11, Ill. Aluminum: pig and ingot, extrusion billets, sheet and plate, foil, rod, bar and wire, electrical conductor, extrusions, forgings. J. E. Menz, vice-pres., gen. sales mgr.; V. E. Flaherty, automotive sales mgr. **Det. Rep.**—V. E. Flaherty, 419 I. B. M. bldg., Detroit 2, Mich. **Adv. Agcy.**—Young & Rubicam, San Francisco, Calif. W. J. Abell, acct. exec.

KAL-EQUIP CO., Washington ave., Otsego, Mich. Tune-up and electrical portable testers, power timing lights. Lee W. Parmater, pres. and treas.; Robert M. Cain, vice-pres.; Lyle M. Minckler, works mgr.; H. M. Artley, sales mgr.; Laurence Weissert, chief engr.; William F. Bibbings, pur. agt. **Adv. Agcy.** — Bonsib, Inc., Fort Wayne, Ind. William Rumpf, acct. exec.

KAR GLAMOR, INC., 4545 Lafayette rd., Indianapolis, Ind. Kar glamor products for use by Buick dealers exclusively. Steve Radford, pres. and sales mgr.; R. A. Blackburn, secy.-treas. **Adv. Agcy.** —G. A. Saas & Co., Indianapolis, Ind. G. A. Saas, acct. exec.

KAWNEER CO., 1105 N. Front st., Niles, Mich. Aluminum fabricators for the building, appliance industries. L. J. Plym, pres.; D. S. Miller, O. H. Winfield, C. B. Huizenga, A. T. Joldersma, vice-presidents; E. C. Witwer, secy.-treas.; L. G. Swinehart, contr.

KAY INDUSTRIES, INC., 1401 Twelfth st., Detroit 16, Mich. Welding to order; heli-arc, arc, gas welding, heat treat fixtures, ordnance vehicle exhaust systems, tubular automotive parts, stainless monel, inconel, hastelloy, titanium, copper, aluminum and other alloys; certified

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Who's Who in the Auto Industry

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welding. James B. Webster, pres.; K. E. Allen, pur. agt.

KAYDON ENGINEERING CORP., THE, McCracken st., Muskegon, Mich. Needle rollers, ball and roller bearings. F. J. Donovan, pres., gen. mgr.; J. F. Oehlhoffen, vice-pres., sales and adv. mgr.; Paul Starks, secy.; H. D. Sibley, treas.; Wm. J. Pierre, pur. agt. **Det. Rep.**—Martin S. Kilsdonk, 2480 West Maple rd., Birmingham, Mich. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. Keith Gallimore, acct. exec.

KELLOGG AMERICAN DIVISION, Scaife Co., 26 Ann st., Oakmont, Penna. Air compressors, 1/3 H. P., 20 H. P. M. Parker, pres.; J. R. Pauline, vice-pres.; W. D. Wood, vice-pres.; R. S. Candee, sales mgr.; A. S. Ferrara, serv. mgr.; J. McClure, pur. agt. **Det. Rep.**—R. D. Relyea. **Adv. Agcy.**—E. A. Korchnoy, Ltd., New York, N. Y. H. M. Roshkow, acct. exec.

KELLY MFG. CO., 503-505 Broad st., Charleston 21, W. Va. **Machine Parts div.,** Charleston, W. Va. **Steel Fabricating div.,** Middleport, O. Jeep cabs, mining machine parts, misc. automotive and industrial items. Hubert A. Kelly, pres.; Phillip W. Kelly, vice-pres., treas., pub. rel. and gen. mgr.; Donald E. Kelly, secy.; E. W. Burford, plant mgr.; William F. Barker, sls. mgr., adv. mgr.; Charles J. Clarkson, plant mgr.; Chas. R. Newbrough, chief engr.; Donold E. Kelly, pur. agt.; George Anderson, traf. mgr. **Adv. Agcy.**—Advertising, Inc., Charleston, W. Va.

KELLY-SPRINGFIELD TIRE CO., Cumberland, Md. Pneumatic tires, tubes, tire accessories. E. S. Burke, chmn. of bd.; G. B. Newman, pres.; M. T. Powers, vice-pres., sales; J. C. Warden, vice-pres., mfg.; A. A. Verner, vice-pres., export sales; W. H. Walker, secy.; W. H. Oburn, treas.; L. J. Auker, adv. mgr.; C. C. Acker, serv. mgr.; L. F. Keller, pur. agt.; H. M. Snowden, asst. pur. agt. **Adv. Agcy.**—Compton Adv., Inc., New York, N. Y. George Renner, acct. exec.

KELSEY-HAYES CO., 3600 Military ave., Detroit 32, Mich. Passenger car, truck, tractor and farm implement wheels, brakes, hubs, drums, power brakes, electric trailer brakes, aircraft engine components, electronic devices, hand tools, induction vacuum, melted alloys, cold extrusions. Geo. W. Kennedy, chmn. of bd.; Perry Williams, pres.; Lawrence Downie, Lester Downie, C. P. Meredith, W. V. Daugherty, L. E. Dalton, vice-presidents; J. H. Carey, asst. to the pres.; F. P. Coyer, treas.; J. H. St. Laurent, secy., automotive div.; E. R. Carolin, sales mgr.; L. G. Taylor, aircraft div.; C. W. Sinclair, chief engr.; W. L. Troutfetter, dir. pur. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich. D. F. Gordon, acct. exec.

KEM MFG. CO., INC., 20-21 Wagaraw rd., Fair Lawn, N. J. Fuel pumps and parts, ignition parts, fuel filters. L. D. Brown, pres.; Dennis D. Brown, vice-pres.; Howard M. Brown, secy., treas. and chief engr.; Al Heymann, sales mgr.; Manuel Pires, export manager; Syd Frier, adv. and sales prom. mgr.; Sol Weil, tech. serv. dir.; Morris Friedman, pur. agt.; John Kieber, traf. mgr. **Det. Rep.**—M. A. W., Inc., 21 E. Bethune. **Adv. Agcy.**—Conti Advertising Agency, Inc., Ridgewood, N. J.

KENDALL CO., THE, Andrews-Alderfer Div., 1055 Home ave., Akron 10, Ohio. FABRIcushon and foam rubber. Jack T. Doyle, gen. mgr.; Foster Fraleigh, chief engr.; Alfred Bosshard, chf. chem.; Jay R. Hess, pur. agt. and adv. mgr.; Chas. F. Ream, auto. sales mgr.; **Det. Rep.** — Gardner Staunton, Birmingham, Mich. **Adv. Agcy.**—Penn-Hamaker, Inc. Agency, Jerry Hamaker, acct. exec.

KENDALL REFINING CO., 77 N. Kendall ave., Bradford, Pa. Lubricating oil, gear lube, chassis lube, special purpose greases, rust preventive. J. B. Fisher, pres.; G. H. Osborne, vice-pres. in chge. mktg.; H. V. Smith, vice-pres. in chge. refining; C. G. Hummell, asst. to vice-pres. in chge. of mktg.; S. J. Brill, secy.; O. F. Koch jr., treas.; W. A. Knapp, mgr. lub. oil sales; H. Morley, mgr. gasoline sales; H. P. Pruch, adv. merch. mgr.; E. C. Walker, pur. agt.; F. I. L. Lawrence, dir. of research; C. E. Hulme, mgr. field engrg.; J. S. White jr., traf. mgr. **Adv. Agcy.**—Barber & Drullard, Inc. H. L. Barber, pres.

KEN-NITE CO., 2926 W. Hancock, Detroit 8, Mich. Automotive polishes and rubbing compounds, rubbing and polishing compounds for the furniture industries. E. M. Pilgrim, pres.; L. F. Nicol, factory mgr.; J. B. Downey, sales mgr.

KENT CO., INC., THE, 289 Canal st., Rome, N. Y. Floor machines, commercial vacuum cleaners (for wet and dry work), furnace and boiler cleaners. Gordon E. Kent, chmn. of bd.; F. H. Ide, pres.; R. C. Stanton, treas.; Wm. Bruce MacDonald, comptr.; R. Morris, sales mgr.; R. C. Kimball, chief engr.; Ray Anderson, pur. agt. **Adv. Agcy.**—Chapman-Nowak & Assoc., Inc., 842 State Tower bldg., Syracuse 2, N. Y. D. B. Chapman, acct. exec.

KENT-MOORE ORGANIZATION, INC., 28635 Mound rd., Warren, Mich. Automotive special service tools and equipment. J. D. Adair, pres.; T. F. Walker, exec. vice-pres.; W. L. Bainton, secy.; M. E. Hart, treas.; J. M. Seanor, dir. of sales; H. P. Cardon, asst. gen. sales mgr.; C. A. Baker, adv. mgr.; J. S. Lanham, chief engr.; D. G. Clarke, pur. agt. **Adv. Agcy.**—LaRue, Cleveland, Inc., 16418 W. Six Mile rd., Detroit, Mich. R. LaRue, acct. exec.

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KESTER SOLDER CO., 4201 Wrightwood ave., Chicago 39, Ill. Acid core solder and other flux-core solders, solid wire and bar solders, soldering salts and fluxes. F. C. Engelhart, pres.; F. Kaiser, works mgr.; J. H. Humble, sales mgr., chief engr.; G. E. Fischer, pur. agt.; M. J. Sweeney, pub. rel. mgr. **Det. Rep.**—H. D. Wixson, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—Paul J. Steffen Co., Chicago 6, Ill.

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KEYSTONE COMPRESSOR CO., Ashburner and Hegerman sts., Philadelphia 36, Pa. Air compressors. David R. B. Robson, pres.; Frederick A. Myers, works mgr.; Ralph Mull, sales mgr.; Erwin Sachenmaier, supt.; David J. Matthews jr., pur. agt.

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KIM HOTSTART MFG. CO., 917 West Broadway, Spokane 1, Wash. Engine preheaters. H. F. Randall, gen. mgr. **Adv. Agcy.**—The Simon Co., Portland, Ore.

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KIPPS-ROBERTS MACHINE WORKS, 20 D st., S. E., Miami, Okla. Truck bodies (farm, commercial). Leroy K. Roberts, pres.; K. P. Sexton, vice-pres.; Ben T. Owens, secy.

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KIT MFG. CO., 1401 West 17th st., Long Beach, Calif. Kit Golden State mobile homes (trailer coaches). D. Pocapalia, pres.; A. J. Romeyn, secy.-treas.; T. G. Fagan, vice-pres., sales mgr.; V. T. Kruse, vice-pres. and works mgr.; F. L. Shilling, adv. sales prom., pub. rel. mgr.; R. L. Cuttle, field rep.; C. C. Cooke, chief eng.; P. A. Kingsbury, pur. agt. Pacific Northwest Plant, Caldwell, Idaho. Alvin Warren, res. sales mgr.; Claude White, pur. agt.; Ray Skinner, prod. supt. **Adv. Agcy.**—Leland Oliver Co., Santa Ana, Calif.

KITSON, INC., ARTHUR H., 20818 Harper ave., Detroit 36, Mich. Automobile towing equipment, wreckers, service tools, and truck equipment. Arthur H. Kitson, pres., treas.; V. M. Kitson, vice-pres., secy. **Adv. Agcy.**—Clark & Bobertz, Inc., Detroit, Mich. M. F. Denyes, acct. exec.

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KLEER-FLO CO., 250 W. 57th st., New York 19, N. Y. Parts cleaning machines, parts cleaning brush, Roto-pumps, cleaning compounds. Louis Rosenberg, gen. mgr., gen. sales mgr.

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KROME PLATE CO., THE, Box 127, Morton Grove, Ill. Krome plate for bright metal parts. B. A. Kennedy, pres.; L. A. Kennedy, vice-pres.; **Adv. Agcy.**—Sidney Turbin Associated, Chicago, Ill.

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LANCASTER GLASS CORP., 220-226 W. Main st., Lancaster, O. All types of glass and plastic lenses including stop, dome, back-up clearance, parking, tail, directional, fog and bullseye. S. A. E. specifications. Robert K. Fox, pres.; W. D. Timmons, E. A. Work, W. T. Greenlee, vice-presidents; J. B. Gerlach, treas.; J. J. Gerlach, secy.; T. B. Kendrick, factory mgr.; M. R. Hoover, sales mgr.; H. W. Echard, pur. agt.;

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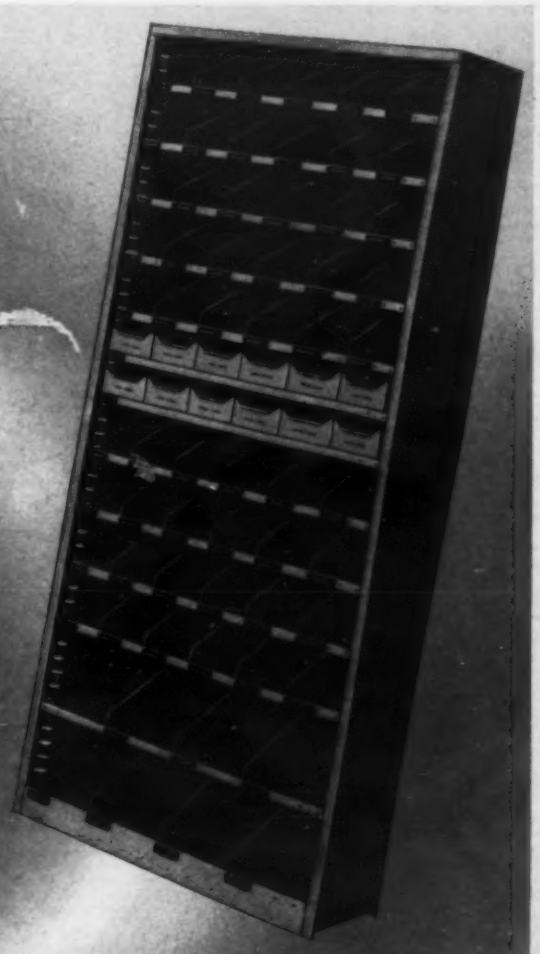

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KANSAS CITY: Siggins Co. 704 Broadway
LOS ANGELES: Green-Penny Co. 4180 E. Nealces St.
LOUISVILLE: Automotive Bin Service Co., Inc. 204 Builders Bldg.
MEMPHIS: Metal Products Co. 359 Madison Ave.
NEW ORLEANS: Edco Metals, Inc. 73 S. Wren
NEW YORK: Borroughs Mfg. Corp. 121 Varick St.
OAKLAND: William A. Gore Co. 1834 Adeline St.
OKLAHOMA CITY: W. W. Cannon Co. P. O. Box 7317
OMAHA: Siggins Co. 1226 S. 13th St.
PHILADELPHIA: East Coast Distributing Co. 780 S. 52nd St.
PORTLAND: The Brower Co. 1616 N. W. Glisan
ST. LOUIS: Siggins Equipment Co. 901 S. Boyle Ave.
ST. PAUL: Borroughs Mfg. Co. Factory Branch and Warehouse 809 Hubbard Ave.
SEATTLE: The Brower Co. 114 Virginia St.
SEATTLE: William A. Gore Co. 1732 1st St., S.
TACOMA: Tacoma Asbestos Co. 25th and Holgate
WATERTOWN: Louis A. Alexander Co. 264 N. Beacon St.
CANADA: Wickware-Stackbin, Ltd. P.O. Box 740, Perth, Ontario
HAWAII: Industrial Products Co. 611 S. Queen St., Honolulu

BORROUGHS MANUFACTURING COMPANY
OF KALAMAZOO
A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT
2028 NORTH BURDICK ST. KALAMAZOO, MICHIGAN

Who's Who in the Auto Industry

(Continued)

Neville, pres.; J. S. Ailt, vice-pres. and treas.; A. D. Glichrist, H. J. Zuske, vice-presidents; Glen Crawford, adv. mgr.; J. D. Barlow, gen. pur. agt.

LEHIGH SAFETY SHOE CO., general office and warehouse: First and Minor sts., Emmaus, Pa. Safety-toe leather oxfords and shoes, safety-toe rubber shoes and boots. Lawrence Merle, pres.; Frank B. Griswold, vice-pres., gen. works and sales mgr.; Leo Mills, secy.; Bruce L. Babcock, treas. **Det. Rep.**—William C. Snell jr., 13185 Ohio ave., Detroit 38, Mich. **Adv. Agcy.**—Frederick-Clinton Co., Inc., 545 Fifth ave., New York City.

LEMPCO AUTOMOTIVE, INC., Cleveland 27, O. Automotive parts: ring and pinion gears, transmission and parts for clutches and automatic transmissions, universal joints, power take-offs, timing gears and chains, axleshafts and driveshafts, wheel weights, tractor parts. A. B. Harding, pres.; J. Y. Blazek, exec. vice-pres.; M. Keeger, vice-pres. and gen. mgr.; S. Kinkor, vice-pres. and sales mgr.

LEMPCO INTERNATIONAL, INC., Export Div., 5409 Dunham rd., Bedford, O. J. F. Strnad, pres.; Dorothy R. Kimmel, vice-pres. and gen. mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LEMPCO PRODUCTS, INC., 5490 Dunham rd., Bedford, O. Subsidiary, Evans Reamer & Machine Co., New Lexington, O. Automotive shop reconditioning equipment: brake drum lathes; electric and hydraulic presses; crankshaft grinders and straighteners; surface grinders, mobilcranes; boring bars; reamers and honers. James F. Strnad, chmn. of bd.; James J. Strnad, pres.; John Y. Blazek, exec. vice-pres.; William J. Blazek, vice-pres.; Albert B. Harding, vice-pres., sales; J. F. Fahey, treas.; Herbert A. Spring jr., secy.; Charles Gaskill, equip. div. mgr. **Adv. Agcy.**—Sweeny & James, Bulkley bldg., Cleveland, O. Jack Sorrell, acct. exec.

LE ROI DIV., Westinghouse Air Brake Co., Milwaukee 1, Wis. Portable, stationary and self-propelled air compressors, air tools. F. J. Zielsdorf, gen. mgr.; J. E. Heuser, gen. sales mgr.; D. S. Permar, asst. gen. sales mgr.; R. B. Malsom, sales prom. adv. mgr.; C. L. Meigs, mgr. portable compressor sales; R. L. McChain, mgr., Cleveland prod. sales; E. R. Couch, mgr. stationary compressor sales; R. N. Weber, mgr. service dept.; F. P. Kuether, acting mgr. engrg. dept. V. C. Sommers, mgr. pur. dept. Reg. Mgr. R. G. Draper, 4798 W. 35th st., Cleveland 9, O. **Adv. Agcy.**—Hoffman, York, Paulson & Gerlach, Inc., Milwaukee, Wis. Geo. S. Cohan, acct. exec.

LEWIS & CO., INC., F. L., 1565 Oakman blvd., Detroit 38, Mich. Automobile visors interior, filter visor, saf-t-visor, glare-guard visor. F. L. Lewis, pres. and treas.; W. A. St. Martin, vice-pres. and secy.

LEYDA AUTO PARTS, P. O. Box 7, Richland Center, Wis. Magna-Tatch (magnetic dealer plate attaching device). C. Philip Leyda and David L. Leyda, partners; M. L. Leyda, treas.; Robert Staum, asst. sales; Darwin Teach, ser. mgr.

LIBBY-OWENS-FORD GLASS CO., 608 Madison ave., Toledo 3, O. Safety glass, parallel-o-plate and parallel-o-grey plate glass, thermopane insulating glass, safety plate glass, tuf-flex glass, window glass, shaded windshield, tempered glass, Vitrolux heat-strengthened glass, rough plate blank, heat absorbing plate glass. John D. Biggers, chmn.; G. P. MacNichol jr., pres.; E. M. Everhard, vice-pres. sales; A. P. Piant, gen. mgr. ind. sales; J. M. Ashley, pub. rel. dir.; F. R. Hawkins, adv. mgr.; J. C. Diehl, gen. pur. agt.; J. A. Faller, gen. traf. mgr. **Det. Rep.**—S. S. Hall, L-O-F Glass Co., 610 Fisher bldg., Detroit. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. E. V. Cariquist and R. C. Blumer, acct. executives.

LIBERTY MIRROR DIV., Libbey-Owens-Ford Glass Co., Brackenridge, Pa. Auto mirrors; transparent 3-way rear view metallic front surface, outside rear view mirrors, rescue signaling and rear view mirrors for fighter planes, hi-efficiency beam splitters and hi-efficiency dichroic mirrors. J. C. Ogle jr., gen. mgr.; R. W. Pflaum, dir. of scheduling; W. C. Kerr, chief engr.; C. R. MacDonald pur. agt.; **Det. Rep.**—S. S. Hall, Libbey-Owens-Ford Glass Co., 611 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland 15, O.

LIGGETT SPRING & AXLE CO., Monongahela, Pa. Axles for trailer vehicles of all types, leaf springs of all types, drop forgings. Charles E. Dexter jr., chmn. of the bd.; Marc J. Sandler, pres.; Edward D. Hursh, treas.; Frank L. Seamans, secy.; James C. Achtzehn, plant mgr.; J. D. Searles, dir. of pur. **Adv. Agcy.** — Lando Adv. Agency, Carlton House, Pittsburgh, Pa.

LIGGETT SUPPLY & EQUIPMENT CO., Elkhart, Ind. Axles and complete running gear for trailers. Charles E. Dexter jr., pres.; Ed Hursh, treas.; Francis J. O'Brien, gen. mgr. (Subsidiary of Liggett Spring & Axle Co., Monongahela, Pa.)

LIMA ELECTRIC MOTOR CO., INC., Findlay rd., Lima, O. Electric motors, gearmotors, machine tool drives, speed reducers. Wayne M. Gideon, pres., gen. mgr.; D. S. Brady, secy.-treas.; P. F. Dwyer, gen. sales mgr.; C. D. Bryan, sales prom. mgr., adv. mgr.; B. F. Wyandt, chief engr.; L. W. Hill, pur. agt.; W. Zimmerly, traf. mgr. **Det. Rep.**—The Lima Electric Motor Co., Inc., 3307 Ravena ave., Royal Oak, Mich. **Adv. Agcy.** — The Central Advertising, Lima, O. R. H. Moore, acct. exec.

LINCOLN BRASS WORKS, INC., 2051 12th st., Detroit 16, Mich. Precision built brass valves, parts and fittings. E. H. Mueller, pres.; D. E. DuPerow, vice-pres. and asst. gen. mgr.; Norb Hughes, vice.-pres. and dir. of sales; R. H. Marentette, pur. agt. **Adv. Agcy.** — Evans-Winter-Hebb, Inc., Detroit, Mich. Palmer Winslow, acct. exec.

LINCOLN ELECTRIC CO., 22801 St. Clair ave., Cleveland 17, O. Electric arc welders: AC/DC engine and AC, DC electric driven; electrodes; accessories for welding, electric motors, battery chargers. James F. Lincoln, chmn.; William Irrgang, pres.; J. S. Roscoe, exec. vice-pres.; A. F. Davis, vice-pres., secy. and adv. mgr.; G. G. Landis, vice-pres., research; C. G. Herbruck, A. W. Sawyer, assts.; Harold Burnip, dir. of pur.; G. E. Tenney, serv. mgr.; Norman Zollar, traf. mgr.; E. Smith, chief engr. electrodes, machines; N. Hoene, chief engr. **Det. Rep.**—The Lincoln Electric Co., branch office, 10228 Woodward ave. A. F. Boucher, dist. mgr. **Adv. Agcy.**—Griswold-Eshleman, Cleveland, O. Wm. Pelich, acct. exec.

LINCOLN ENGINEERING CO., Div. of the McNeil Machine & Engrg. Co., 5701 Natural Bridge ave., St. Louis 20, Mo. Lubricating equipment, power lubrication systems; grease fittings; grease guns, manual and power operated; pumps (grease, oil, transfer, underbody coating materials); air, grease and oil hose. Jonathan Kludt, exec. vice-pres. and gen. mgr.; Carl H. Mueller, dir. of engrg.; John E. Renner, gen. sales mgr.; R. Kloos, adv. mgr.; Clark Schelp, sales pro. mgr.; Geo. Hubbard, special auto rep.; K. Webb, serv. mgr.; L. C. Rotter, chief engr.; D. K. Howell, pur. agt.; Vernon Hudder, traf. mgr. **Det. Branch Mgr.**—Morgan Lawton, 8627 Woodward ave. **Adv. Agcy.**—Batz, Hodgson & Neuwoehner, Inc., 122 N. 7th st., St. Louis, Mo. C. E. Hodgson, acct. exec.

LINDE CO., Div. of Union Carbide Corp., 30 East 42nd st., New York 17, N. Y. Industrial gases, oxygen, nitrogen, hydrogen, argon, acetylene, calcium carbide, oxy-acetylene apparatus for cutting, joining, treating and forming metals, acetylene generators, welding rods and supplies, air-acetylene apparatus, electric welding equipment and supplies for Heliarc, Sigma, Unionarc and Unionmelt welding. **Det. Rep.**—S. F. Maire, 10421 W. Seven Mile rd., Detroit 21, Mich.

LINK-BELT CO., Executive office: dept. ANA-59, Prudential Plaza, Chicago 1, Ill. Automotive timing chains, conveyors and power transmission machinery including ground support, materials handling and testing equipment for missiles and rockets. R. C. Becherer, pres.; R. F. Bergmann, vice-pres. engrg.; H. L. Hoefman, vice-pres. mfg.; A. H. Wayne, treas.; H. B. Collins, secy.; C. R. Williams, contr.; B. V. Jones, adv. mgr.; W. H. Depperman, pub. rel. dir.; Indianapolis Plant: 220 S. Belmont ave., Indianapolis 6. R. E. Whinney, vice-pres., gen. mgr.; F. H. Spencer, sales mgr.; W. G. Bally, mgr., automotive and diesel engine sales. Detroit District Office and Factory Branch Store: George Paige, mgr., 5938 Linsdale ave., Detroit 4. Manufacturing Plants, Sales Offices, Factory Branch Stores, Distributors and Representatives throughout the world. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap, Inc., Milwaukee 4, Wis. B. E. Hotvedt, acct. exec.

LINK ENGINEERING CO., 13840 Elmira ave., Detroit 27, Mich. Spring testers, oil consumption scales, center drills, dynamometers, sheet tension indicator, special test equipment. H. W. Link, gen. mgr.; Robert Frederick, product development mgr.; Dave McGee, sales mgr.; Robert Bauer, chief engr.; A. L. Hill, pur. agt.

LION OIL CO., a Div. of Monsanto Chemical Co., Lion Oil bldg., El Dorado, Ark. **Refinery:** Gasoline, distillates, kerosene, light and heavy fuels, asphalts, lubricating oils, greases and protective coatings. T. M. Martin, pres.; H. H. Bible, vice-pres. and gen. mgr.; Jeff Davis, vice-pres., and gen. counsel; J. E. Howell, vice-pres. of prod. and exploration; J. B. Rogerson, vice-pres. of mfg. and engr.; R. C. Tallman, vice-pres. and dir. of research; J. H. Sheehan, vice-pres. and dir. of mktg.; L. E. Tinnell, dir. of supply and trans.; E. D. Smith, adv. mgr.; P. G. Anderson, traffic mgr.; W. E. Cox, pub. rel. mgr. **Adv. Agcy.**—Ridgway Advertising Co., St. Louis, Mo.

LIPE-ROLLWAY CORP., 506 Emerson ave., Syracuse 1, N. Y. Heavy duty automotive clutches, single loading pneumatic bar feeds, automatic magazine loading bar feeds, cutters, portable electric power hacksaws. H. F. Hodgkins, chmn. of the bd.; J. D. Williams, pres.; T. M. Hancock, secy.; W. M. Hall, treas.; R. M. Zimmerman, vice-pres. and gen. mgr.; J. H. Williams, sales mgr. (Clutch Div.); B. C. Harney, sales mgr. (Bar Feed Div.); R. S. Root, chief engr.; J. E. Edmonds, dir. of pur.; J. Dice, traf. mgr.; J. H. Williams, adv. mgr. **Det. Rep.** — A. J. Hallett, 9327 Fredericks dr., Livonia, Mich. **Adv. Agcy.**—Barlow Adv. Agcy., 742 James st., Syracuse 1, N. Y.

LIQUID GLAZE, INC., 704 Sheridan st., Lansing 3, Mich. Protection treatment products for automobile finishes. Harvey S. Steadman, pres.; Edward Hodowaine, vice-pres. and sales mgr.; Louis B. Steadman, asst. sales mgr.; Marvin Ray, dir. of res. and prod.; Bertrand Audette, secy. and treas.

LISLE CORP., 807 E. Main st., Clarinda, Ia. Magnetic plugs, ridge reamer, cylinder hone, red aligner, brake cylinder hone, glaze breaker, hydraulic valve lifter tool, tailpipe cutter, wet honing machine, brake parts, cables and brake fluid. C. V. Lisle, pres., gen. mgr.; J. R. Arthur, vice-pres. and chief engr.; Edwin Lisle, vice-pres. and sales mgr.; T. B. Brooks, secy.; E. G. Thompson, works mgr., pur. agt.; O. S. Gregory, sales mgr., auto. div.; Ed Lisle, sales mgr., brake div.; Paul Baumgarter, office mgr. **Det. Rep.**—Carl Lamparter, 18141 E. Warren, Detroit. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia. J. S. McLaren, acct. exec.

LITEMETAL DICAST, INC., 1927 Wildwood, Jackson, Mich. Aluminum and magnesium die castings. E. C. Hetherwick, pres.; R. C. Cornell, vice-pres. and sales mgr.; W. J. Donahue, secy.; C. W. LeRoux, treas.; W. A. Kavanaugh, vice-pres. and works mgr. **Det. Rep.**—F. E. Wickham, Inc., 19451 Jas. Couzens hwy. **Adv. Agcy.** — DuMahaut Adv. Agency, Detroit, Mich.

LITHO-PAINT POSTER CO., 525 Noble st., Chicago 22, Ill. Advertising displays for automotive dealers and national advertisers; letterpress, offset, silk screen and vacuum forming. Vernon A. Mock, pres.; Frank E. Farkas, gen. sales mgr.; Richard S. Olson, dir. of art and prod.; E. L. Poran, prod. and printing mgr. Ruby M. Hostetler, gen. office mgr.

LITTELFUSE, INC., 1865 Miner st., Des Plaines, Ill. Fuses and mountings for radio, electronic and automotive fields. E. V. Sundt, chmn. of bd.; T. M. Blake, pres.; D. G. Turmail, secy.; J. D. Hughes, vice-pres., gen. mgr.; W. A. Clements, dist. sales mgr.; D. Shean, pur. agt. **Adv. Agcy.**—Burton Browne Adv., Chicago, Ill.

LITTLE GIANT PRODUCTS, INC., 1530 N. Adams, Peoria 3, Ill. Trailing axles, hand hoists, hand winches, frame extensions, sweepers, lift truck attachments. H. G. Sharp, pres.; M. S. Sharp, secy.-treas.; Gilbert Pacey, vice-pres. and gen. mgr. **Adv. Agcy.** — Vernon S. Wilbur Agency, Chicago, Ill.

LIVINGSTON CO., THE, 148 Amity rd., New Haven 15, Conn. ICU Plasticote auto polish, gas line anti-freeze, spook-nylon

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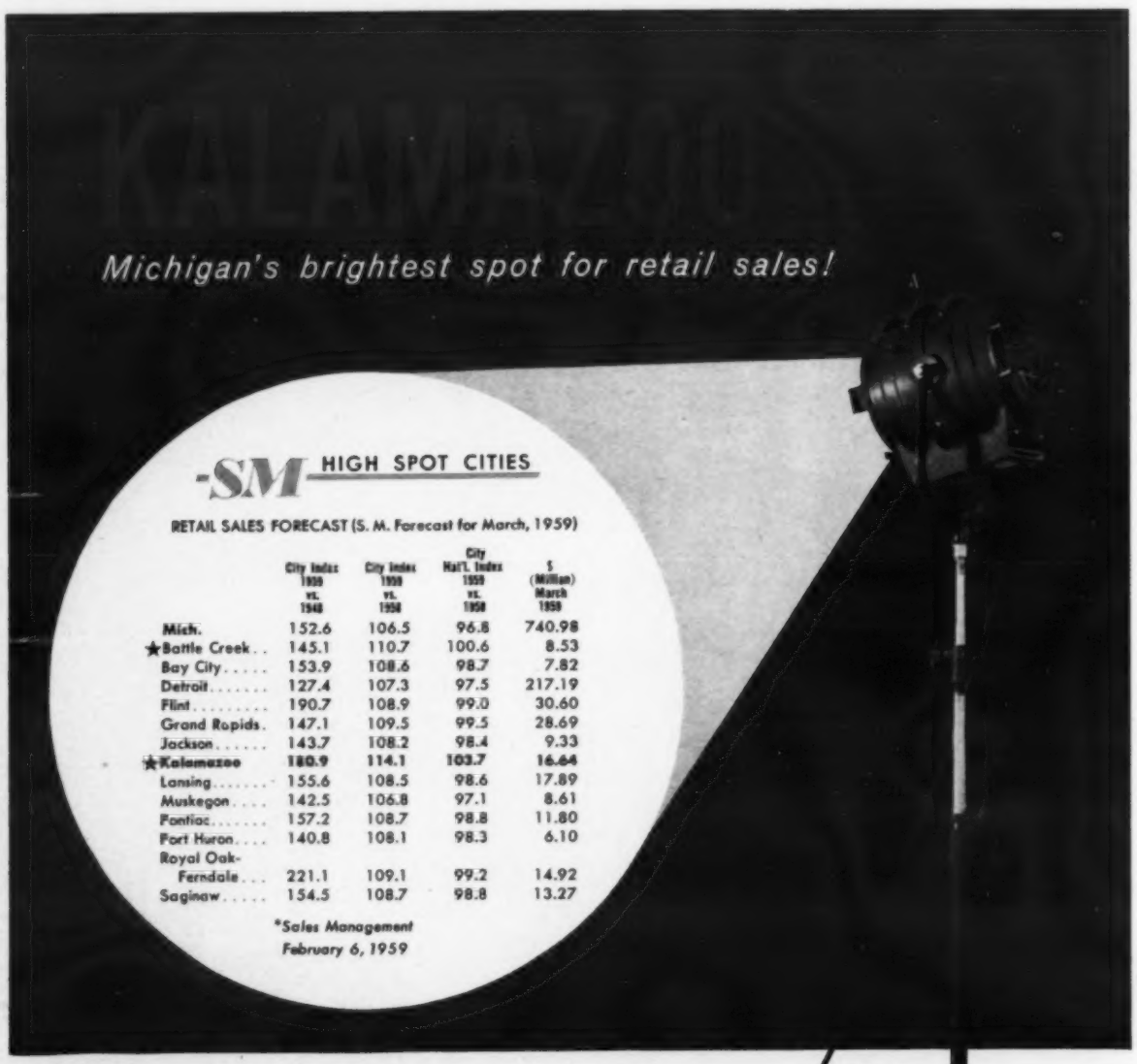

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A Booth Michigan Newspaper

Who's Who in the Auto Industry

(Continued)

sponges. Fred C. Roessler, pres.; Henry W. Houser, vice-pres., treas.; Edith S. Houser, secy.; Dorothy C. Roessler, asst. secy.

LOCAL TRADEMARKS, INC., 87 Madison ave., New York 16, N. Y. Syndicated advertising campaigns, newspaper, point-of-sale animated TV spots, and radio commercials. Rudolph F. Purpus, pres.; John C. Ryder, vice-pres.

LoDAL, INC., Walnut and Railroad, Norway, Mich. LoDal hydraulic truck loaders, dump body sideboards, cab shields, snowplows. Richard Orler, pres.; Esau Cohodes, vice-pres.; J. Raymond Brisson, gen. and sales mgr.; Florian Vecellio, secy.-treas.; Walter O. Brisson, works mgr., pur. agt. **Det. Rep.** — Industrial Truck Service, 1885 Harper ave., Industrial sales rep. Miller Equipment Co. of Detroit, 30303 Plymouth rd., Livonia, Mich., Municipal and other sales. **Adv. Agcy.**—R. C. Breth, Green Bay, Wis.

LOGANSPORT MACHINE CO., INC., Logansport, Ind. Air and hydraulic cylinders and valves, presses, power units, pumps. Frank Wilkinson, pres.; C. M. Bates, vice-pres. and gen. mgr.; L. L. Austin, vice-pres. and secy.; E. L. Kimes, vice-pres. and treas.; L. R. Burger, sales mgr.; H. L. Stewart, asst. sales and adv. mgr.; R. Becker, chief engr.; Morris McAtee, pur. agt. **Det. Rep.**—Logansport Machine Co., 2413 East 7 Mile rd., Detroit 34, Mich. **Adv. Agcy.** —Willis S. Martin Co., Fort Wayne, Ind. Floyd D. Jeffries, acct. exec.

LONG MANUFACTURING DIV., Borg-Warner Corp., 12501 Dequindre st., Detroit 12, Mich. Clutches for automobiles, trucks, buses and stationary engines, coolers, torque converters. L. G. Porter, pres. and gen. mgr.; H. H. Whittingham, exec. vice-pres. and asst. gen. mgr. (chf. resident and operation officer); W. F. Krueger, secy.-treas. and contr.; J. A. Dapa, asst. secy.-treas. and contr.; H. E. Blood jr., dir. of ind. and pub. rel.; W. E. Rowe, dir. of mfg. and quality; C. E. Stuckey, gen. pur. agt.; B. D. Montgomery, exec. engr.; L. C. Gates, chief clutch engr.; L. F. Schiele, chief torque converter engr.; E. F. Higham, chief heat exchge. engr.; D. W. Lysett, dir. of sales.

LORD MFG. CO., 1635 W. 12th st., Erie, Pa. Bonded rubber products; antivibration and shock absorption devices. Thomas Lord, pres.; A. G. Postlethwait, vice-pres.; Mrs. B. M. Hartman Lord, secy.-treas.; J. C. Mitchell, mgr. of mktg.; R. C. Henshaw, mgr. of engrg.; R. B. Tousey, supt. mfg. div.; G. H. Billman, mgr. of field engrg.; D. P. Cobb, pur. agt.; J. P. Cooney, adv. mgr. **Det. Rep.** — Roy I. Butler, 18040 James Couzens Highway.

LUBRIPLATE DIV., Fiske Brothers Refining Co., 129 Lockwood st., Newark 5, N. J. Lubricants. G. E. Merkle, pres.; L. A. Ryan, vice-pres.; F. W. Edwards, secy.-treas.; J. E. Carroll, works mgr.; J. J. White, sales and adv. mgr.; **Det. Rep.**—C. F. Cowley, 18516 James Couzens hwy. **Adv. Agcy.**—E. M. Freystadt Assoc., Inc., 41 East 42nd st., New York 17, N. Y. E. M. Freystadt, acct. exec.

LUBY DATSUN DISTRIBUTORS, LTD., 107-36 Queens blvd., New York, Forest Hills 75, N. Y. Importer and distributor Datsun automobiles and parts. Chester J. Luby, pres.; Norman R. Kaufman, vice-pres.; Sam Luby, jr., secy.; Frank S. Cole, treas.; William Lane, gen. mgr.; Robert Bathurst, sales mgr.; Herman Robbins, parts & acc. mgr. **Adv. Agcy.** —Dale and Finkels, 8 W. 56 st., New York, N. Y.

LUCAS ELECTRICAL SERVICES, INC., 501 West 42nd st., New York 36, N. Y. Branches in Chicago, Cleveland, Los Angeles, San Francisco, Jacksonville and Houston. Distribution of electrical spare parts for British trucks, automobiles and motorcycles manufactured by the parent concern, C. A. V. fuel injector equipment. Joseph Lucas, Ltd. A. B. Waring, pres.; W. G. Owen, vice-pres.

LUDLOW PAPERS, INC., Rosemary st., Needham Heights 94, Mass. Rust preventive paper, greaseproof wrapping paper, waterproof packaging paper; reinforced gummed sealing tape. Albert J. Thiel, pres.; Norman Beardsley, vice-pres. in chge. of packaging papers. **Det. Rep.**—Sidney M. Davey, 14225 Schaefer rd., Detroit 27, Mich.

LUMIDOR MFG. CO., INC., 4801 E. 50th st., Los Angeles 58, Calif. Hand spotlights, curb finders, tool chests, roller cabinets, work benches, drawers, power tool benches, tool toters, fluorescent fixtures. R. D. Sulentic, pres.; R. N. Sulentic, vice-pres.; R. G. Kirkton, gen. mfg.; F. A. Buchanan, pur. agt.; J. E. Powers, asst. treas.

LUMITE DIV., Chicopee Mills, Inc., 47 Worth st., New York 13, N. Y. Automobile seat cover material and upholstery. T. O. Boucher, pres.; W. C. Chester, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; D. D. Quillian, vice-pres. in chge. of mfg.; George H. Day II, vice-pres.; J. M. Renfroe, prod. dir. **Det. Rep.**—Harold W. Brown, 615 Livernois ave., Ferndale, Mich. **Adv. Agcy.**—Lennen & Newell, Inc., New York City, N. Y.

LUSTRE PRODUCTS CORP., Box 803, Lansing, Mich. Manufacturers and national distributors of chemicals and equipment for automobile beauty care. William Garrigan, pres.; Philip Schwartz, vice-pres.

LUX CLOCK MFG. CO., INC., 95 Johnson st., Waterbury 20, Conn. Clocks and timers. A. E. B. Tannex, pres.; Paul A. Lux, exec. vice-pres.; Herman J. Weisman, vice-pres.; Herman Lux, treas.; W. F. Cahill, secy., pub. rel. mgr.; Edward Koss, plant mgr.; Eugene T. Crandall, sales, adv. and sales prom. mgr.; Eugene Siason, serv. mgr.; Dwight E. Harris, chief engr.; Arthur Kunkel, pur. agt. **Adv. Agcy.**—William Schaller Co., Inc., 1245 Farmington ave., Hartford, Conn.

LYK NU CO., INC., 279-281 E. 139th st., New York 54, N. Y. White tire cleaner, motor wash, Leatha-Fab, Nu-Wash, Spray-Nu, automatic transmission sealer. Al A. Banks, pres.; Harold Banks, vice-pres.; Lillian La Vine, gen. mgr.; Lester Poliner, sales mgr.

LYNCOACH SALES CORP., 443 Chestnut st., Oneonta, N. Y. All types of specialized coaches and trailers, such as bomb, dental, medical, display, electronic, triple launch control, ¾ ton and 1 ton cargo, guided missile and television trailers; laboratory units; M-20 gun mounts, all types of shelters and the aluminum truck body kits and component parts for same. James M. Friery, pres., treas., gen. mgr.; Frank E. Humphreys, vice-pres., chief engr.; Harold C. Vrooman, secy.; Roy L. Hendricks, works mgr.; Charles MacLean, sales mgr., adv., sales prom. serv. and pub. rel. mgr.; Joseph R. Sanchez, asst. sales; Royce M. Strait, pur. agt.; Wesley Wickenhaufer, parts & acc. mgr.; H. Borman, traffic mgr. **Det. Rep.**—Paul H. Hussey, P. O. Box 3096, Trotwood, O. **Adv. Agcy.** — Fred Riger Advertising Agcy, The, Binghamton, N. Y. Frederick R. Riger, acct. exec.

LYON, INC., 13881 W. Chicago blvd., Detroit 28, Mich. Stainless steel wheel covers and wheel trim, discs and rings; metal whitewalls, and stampings. G. Albert Lyon, chmn. of bd.; G. A. Lyon jr., pres.; R. E. Lyon, exec. vice-pres.; Alberta L. Judd, secy.; G. W. Hain, automotive sales mgr.; R. M. Hodgson, asst. sales mgr.; H. J. Eynon, prod. mgr.; H. Joyce, dir. of pur.; Geo. C. Czuba, asst. pur. agt.; J. W. Tulloss, gen. mfg. mgr.; F. T. Gibbings, chief engr. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich. T. T. Teegarden, acct. exec.

LYON METAL PRODUCTS, INC., Aurora, Ill. Parts bin systems, bulky parts racks, benches, lockers, toolstands, tool boxes, shop equipment. L. D. Deal, pres.; J. M. Olesen, vice-pres. chge of sales; A. W. Walan, secy.-treas.; O. M. Konrath, vice-pres. in chg. of prod.; Leonard B. Rhodes, adv. and sales prom. mgr.; D. K. Powelson, asst. adv. mgr.; S. C. Senyard, pur. agt.; D. K. Soule, traf. mgr.; Neal Ormond, vice-pres., per. rel. **Det. Rep.**—W. J. Meidell, mgr. Lyon Metal Products, Inc., 209 Curtis bldg., Detroit 2, Mich. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago, Ill. G. E. Taylor, acct. exec.

M

M & E MFG. CO., 2571 Winthrop ave., Indianapolis 5, Ind. Paint spray finishing equipment and systems. R. Egener, pres.; M. Burden, sales co-ord.; S. R. Abbott, pur. agt. **Adv. Agcy.**—Ruben Adv. Agcy., Indianapolis, Ind.

M & W GEAR CO., INC., Anchor, Ill. Add-power sleeve and pistons, live power P. T. O. clutch, live power hydraulic systems, 9 speed transmissions, tractor testing dynamometers. Elmo Meiners, pres.; J. C. Ertel III, secy.-treas.; W. E. Volk, sales mgr.; Loren Alpers, asst. sales. **Mich. Rep.**—Dave Gardner, R. R. No. 1, Fulton, Mich. **Adv. Agcy.**—The Biddle Co., Bloomington, Ill.

MacDONALD MFG. CO., 550 Green, New Baltimore, Mich. Automotive knobs, escutcheons, plastic brake handles, backup, tail and parking lamp lens, arm rests, nylon bushings, nylon speedometer gears, dials, vinyl moldings and expanded foam. Stuart MacDonald, pres.; D. Morrish, pur. agt.; Scott Walker, plant mgr. **Det. Rep.**—Crawford-Mazer, Inc., 715 Fox bldg. Nate Bryant jr., 1727 Franklin S. E., Grand Rapids; C. J. Bauer, 1697 Brockway st., Saginaw, Mich.

MACHINED PARTS CORP., 6209 Hamilton, Detroit 2, Mich. Automotive electrical products. M. M. Moats, pres. and gen. mgr.; B. A. Moats, vice-pres.; W. Palmer Lanagan, vice-pres., chge. of research, development; J. D. Ward, secy.; Ray R. Buckman, pur. agt.

MACHINERY & EQUIPMENT EXCHANGE, INC., 3400 W. Fort st., Detroit 16, Mich. Toolroom and production metal working machinery and equipment, steel shop equipment, shelving, lockers, parts bins, work benches, air compressors, electric motors, spray equipment, electric tools, electric and chain hoists, hydraulic jacks, body jacks, vises, flexible shaft bench and floor grinders, hand and hydraulic operated arbor presses, arc welding equipment, tote pans, shop boxes, etc. Albert M. Egrin, pres.

MACK TRUCKS, INC., 1355 West Front st., Plainfield, N. J. Trucks, tractors, buses, fire apparatus. M. E. Stover, vice-pres., finance; E. G. Ewell, vice-pres., sales; L. E. Minkel, gen. sales mgr.; G. F. Jones, asst. gen. sales mgr.; T. J. Zeller, vice-pres., forward planning; W. T. Southworth, secy.; C. G. Hofreiter, treas.; J. M. Steffee, dir. of pur.; A. G. Crockett, dir., sales development; H. Rowold, mgr., natl. and fleet sales; H. Bernard, mgr. serv. engrg. div. **Det. Rep.**—E. H. Dillow, 10401 Ford rd., Dearborn, Mich. **Adv. Agcy.**—Doyle, Kitchem & McCormick, Inc., New York 17, N. Y. J. P. Scholl, acct. exec.

MACKENZIE MUFFLER CO., INC., 460 N. Meridian rd., Youngstown 9, O. Automotive exhaust systems, automotive oil filters, and automotive and industrial mufflers. K. B. MacDonald, pres., treas.; J. C. Stewart, exec. vice-pres. and gen. mgr.; Myron Ullman, secy.; W. W. Marriott, works mgr.; F. G. Hyatt jr., sales mgr., ind. div.; F. Hyatt, chief engr.; L. Miller, pur. agt.; M. Merlo, traf. mgr.

MACKLIN COMPANY, 2917 Wildwood rd., Jackson, Mich. Grinding wheels, sharpening stones and other abrasive products. R. C. Franklin, pres.; W. V. Blake, vice-pres., dir. of mfg.; R. O. Lane, vice-pres., dir. of res. and dev.; M. T. Hunt, dir. of sales; Jack Arnst, sales mgr.; C. E. Etheridge, secy.-treas.; J. E. Saathoff, supt.; R. B. Howlett, adv. mgr.; E. M. Scheiffler, dir. of pur. **Det. Rep.** —N. H. Balz, W. E. Howard and Fred Teska, 1144 W. Baltimore. **Adv. Agcy.** —Grant-Miller Advertising, 2817 Portage rd., Kalamazoo, Mich.

MACLEOD CO., THE, Box 452, Sharonville, O. Abrasive blast, dust arrester, blacking swab sprayer equipment for factories, foundries, mills. E. F. Hoffman, pres.; Thomas J. Hollmeyer, vice-pres.

MACMILLAN PETROLEUM CORP., 530 West 6th st., Los Angeles 14, Calif. Ring-free motor oils, greases, asphalt, diesel and jet fuel, naphtha, road and lubricating oils. R. S. Macmillan, pres.; S. M. Batterson, exec. vice-pres.; S. M. Thompson, secy. and treas.; William A. Powell, vice-pres. refinery mgr.; H. C. Akerberg, vice-pres. lube oil mgr.; O. H. Muller jr., vice-pres., adv. and sales prom. mgr. **Adv. Agcy.**—Roy S. Durstine Co., New York, N. Y. Wm. Sloan, acct. exec.

MAC'S SUPER GLOSS CO., INC., 6040 N. Figueroa st., Los Angeles 42, Calif. Auto polishes, cleaners, rust remover, radiator compounds, etc. R. MacIsaac, pres.; Wm. W. Gregory, secy.-treas.; Ray Gallagher, works mgr.; M. Egan, secy. and pur. agt.; Art Brockliss, Western Div. sales mgr.; 945 Forest Lane, Alamo, Calif. Max Seyster, Eastern Div. sales mgr., 1801 Madison st., Evanston, Ill. **Adv. Agcy.** — Hixon & Jorgensen, Los Angeles, Calif.

MACTON MACHINERY CO., INC., Dyke Lane, Stamford, Conn. Automobile display, car washer and industrial turntables. D. Bruce Johnston, pres.; K. Allson Johnston, secy.-treas. **Adv. Agcy.**—Moore & Co., 1700 Summer st., Stamford, Conn. Richard Green, acct. exec.

MADAY BODY & EQUIPMENT CORP., 575 Howard st., Buffalo 6, N. Y. Commercial truck bodies and special equipment. Walter Maday, pres.; Henry S. Maday, exec. vice-pres.; Robert Clowes, vice-pres., treas.; Elmer C. Fox, vice-pres. in chge. of sales and pur.; H. Bruce Maday, asst. plt. supt.; Austin Malican, plt. supt.; Jack Hanlon, branch mgr. (1011 Buffalo rd., Rochester, N. Y.) **Adv. Agcy.** — Gottheif and Weil, Inc., Buffalo, N. Y.

MAGIC TOOLS, INC., 991 Williams, San Leandro, Calif. Body and fender straightening tool. V. E. Robbins, pres.

MAGLINE INC., 1000 Mercer st., Pinconning, Mich. Materials handling equipment: Magnesium, dockboards, mobile boarding ramps, cross-over bridges, hand trucks, platform trucks and pallet dollies; safety equipment: Magnesium safety blocks for presses and safety tongs; magnesium fabrications: Checking fixtures, stampings, weldments and assemblies; magnesium sand castings; trailevators: Special trailers that lower for ground level loading. D. C. Law, pres., gen. mgr.; J. R. Thorpe, vice-pres.; C. F. Schilling, secy.; R. V. Miller, treas.; F. A. Reger, sales mgr., materials handling div.; P. Kreker, sales mgr., trailevator div.; G. Monroe, chief engr.; R. Austin, pur. agt.; A. Martenson, traffic mgr. **Adv. Agcy.**—Rossi and Co., Detroit, Mich.

MAGNAFLUX CORP., 7300 W. Lawrence ave., Chicago 31, Ill. Nondestructive testing materials and equipment. F. B. Doane, pres.; W. E. Thomas, exec. vice-pres.; W. D. Reid jr., plant mgr.; A. E. Christensen, chief engr.; C. D. Ceske, pur. agt. **Det. Rep.**—M. Van Baalen, mgr., 2777 East Grand blvd. **Adv. Agcy.** —Stoetzel and Assoc., Inc., Chicago 31, Ill. H. W. Stoetzel, acct. exec.

MAGNETIC DRAIN PLUG CO., Rt. 58, Wellington, O. Magnetic pipe, drain, filler and special plugs. Samuel B. Katz, pres.; Frank Davenport, vice-pres.

MAGNETOOL DIV., MULTIFINISH MFG. CO., 26341 W. 8 Mile rd., Detroit 19, Mich. Releasing hand magnets, coolant pump filter magnets, magnetic tramp iron traps, sweepers, tank retrievers and automation devises; sheet separators, magnetic conveyors. A. T. Churchill, pres., gen. mgr.; R. S. Toggweiler, vice-pres.; D. E. Jess, secy., sales mgr. **Adv. Agcy.**—Rossi & Co., Detroit, Mich.

MAGNUS CHEMICAL CO., INC., South ave., Garwood, N. J. Automotive cleaning compounds and cleaning machines. W. M. Campbell, pres.; R. W. Mitchell, vice-pres.; W. M. Garbe, treas.; A. W. Bowling, secy.; R. Kreie, adv. mgr.; G. Slaight, pur. agt. **Det. Rep.**—W. F. Gregory, 16535 Lawton ave., Detroit 21, Mich. Norman Schairer, 12526 Dresden ave., Detroit 5, Mich. **Adv. Agcy.** — Josephson, Cuffari & Co., 427 Bloomfield ave., Montclair, N. J.

MAGNUSON PRODUCTS CORP., Brooklyn, 1, N. Y. Cleaning compounds. I. C. Magnuson, pres.; R. F. Burch, vice-pres.; W. F. Nickerson, sales mgr. **Adv. Agcy.**—Asher, Godfrey & Franklin, New York, N. Y. Edgar Rosston, acct. exec.

MAGUIRE CO., INC., WALTER, 60 E. 42nd st., New York 17, N. Y. Cortland emery aggregate for Emeri-Crete heavy duty floors. Walter R. Maguire, pres. **Det. Off.** Irving F. ImOberstag Co., 1500 N. Telegraph rd., Dearborn 7, Mich. Irving F. ImOberstag, mgr.

MALLORY ELECTRIC CORP., 12416 Cloverdale, Detroit 4, Mich. Ignition coils, distributors and systems, circuit breakers, condensers, ballbearing conversion kits, circuit breaker plates, dual point conversion kits, spark plugs. M. Mallory, chmn. of bd.; M. Mallory jr., pres.; H. Gardner, sales mgr.

MALSBARY MFG. CO., 845 92nd ave., Oakland 3, Calif. Fireless cleaners, steam vapor cleaners, high pressure combination cleaners. A. E. McIntyre, pres.; Walter Taylor, vice-pres., prod.; M. K. Dugener, sales mgr.; Walter F. Malsbary, vice-pres. engrg.; L. F. Linn, pur. agt. **Det. Rep.**—F. W. Hammond, 315 N. Ravena blvd., Ann Arbor, Mich. **Adv. Agcy.**—George McNutt Agency, Oakland, Calif.

MANBEE EQUIPMENT DIV., Bear Mfg. Co., Rock Island, Ill. Wheel balancers, wheel aligning equipment, axle straightening equipment, head light testing equipment and frame straightening equipment.

MANSFIELD TIRE & RUBBER CO., Mansfield, O. Tires and tubes. J. H. Hoffman, pres.; E. E. Stevens, vice-pres.; J. C. Moore, gen. sales mgr.; J. W. Hammer, adv. and sales prom. mgr.; J. M. Slattery, dir. pur.; J. F. Bissman, traf. mgr.; M. L. Bayer, factory mgr.; John Schroeder, pub. rel. mgr. **Det. Rep.** — F. D. Boals.

MANZEL DIV., Houdaille Industries, Inc., 315 Babcock st., Buffalo 10, N. Y. Special automotive service tools and equipment, arbor presses, Trans-lift and Trans-lift jr. Ralph F. Peo, pres., chmn. bd.; G. C. Saltarelli sr., vice-pres.; Robert L. Strawbridge, vice-pres., group exec.; Granger B. Thurstone, gen. mgr.; Merle J. Timmerman, sales mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

MARBLETTE CORP., 3721 30th st., Long Island City 1, N. Y. Liquid and cast phenolic resins, epoxy laminating and casting resins. Samuel Glickstein, pres.; Max Hilrich, res. dir. **Det. Rep.**—Frank Bogart, 19741 James Couzens hwy., Detroit. **Adv. Agcy.**—MacLean Advertising Agency, Inc., 207 East 37th st., New York 16, N. Y. Theodore M. Seller, acct. exec.

MARCHANT CALCULATORS, Division of Smith-Corona Marchant Inc., 6701 San Pablo ave., Oakland 8, Calif. Automatic electric calculators and adding machines. Walter Kassebohm, exec. vice-pres. and gen. mgr.; Wallace W. Knox, vice-pres. and gen. counsel; Wesley E. Jenkins, vice-pres. and gen. sales mgr.; W. W. Finn, secy.-treas.; Clarence H. Schaefer, contr.; John D. Kemper, chf. engr.; Farrell Smith, pur. agt., traf. mgr.; Joseph W. Lewellen, adv. and pub. rel. mgr. **Det. Sales and Ser. Office**—Roger M. Clark, mgr., 2211 Woodward ave., Detroit. **Adv. Agcy.** — Foote, Cone & Belding, San Francisco, Calif.

MAREMONT AUTOMOTIVE PRODUCTS, INC., 168 No. Michigan ave., Chicago, 1, Ill. Coil, leaf and torsion bar springs, axle U-bolts, spring parts, tire tools, exhaust mufflers, tail and exhaust pipes, muffler clamps and installation kits. Howard E. Wolfson, chmn. of bd.; Arnold H. Maremont, pres.; M. A. Wolfson sr., vice-pres.; Jerome M. Comar, exec. vice-pres. and treas.; Chester Levine, secy.; C. A. Klaus, vice-pres., replacement sales; J. Theodore Wolfson, pres. of export subsidiaries; M. Robert Wolfson, adv. mgr.; Henry Ishizuka, asst. treas. and contr.; J. L. Woodhead, southeastern replacement sales mgr.; Don Turner, western replacement sales mgr.; John Carlton, midwestern replacement sales mgr.; Ken Maxwell, eastern replacement sales mgr.; Sam Steed, southwestern replacement sales mgr.; Gail H. Hedrick, vice-pres., sales engr.; R. A. Graham, vice-pres., engrg.; John P. Buck, vice-pres., mfg.; Dave Spear, vice-pres., Puerto Rico and Cicero plants.

MARINE & INDUSTRIAL ENGINE DIV., Chrysler Corp., P. O. Box 1836, 12200 E. Jefferson, Detroit 31, Mich. Marine and industrial engines for both civilian and military equipment. A. S. Hudson, pres.; C. C. Williams, vice-pres.; L. E. Nelson, vice-pres. sales; L. A. Peaslee, ind. engine sales mgr.; M. J. Yost, field oper. mgr.; E. E. Trittschuh, sales mgr., Marine engines; H. D. Peacock, chief engr.; W. M. Vollendorf, adv. mgr. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc. Harry W. Calvert, acct. exec.

MARION METAL PRODUCTS CO., Cheney ave., Marion, O. Steel dump bodies and hydraulic hoists. G. E. Herr, pres., gen. mgr.; S. J. Birnbaum, asst. to gen. mgr.; R. J. Graham, treas; R. E. Craven, chief engr.; P. F. Baker, adm. engr.; H. H. Jacobs, sales mgr.; L. J. Alexander, works mgr.; R. L. Henninger, pur. agt.; Frank Barnhill, dir. of sales; R. L. Vanscoy, prod. contr. mgr.; D. H. Huber, plt. mgr. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Calvin Arnold, acct. exec.

MARLIN-ROCKWELL CORP., 402 Chandler st., Jamestown, N. Y. Ball and roller bearings. H. A. Johnston, pres.; L. A. Cummings, vice-pres., mfg.; B. J. Shallow, vice-pres., sales; F. C. Clark, vice-pres. human rel.; R. H. Kidder, sales office mgr.; K. E. Josephson, adv. mgr.; R. F. Samuelson, chief engr.; W. B. Mead, secy.-treas.; C. A. Berg, dir. of pur. **Det. Rep.**—A. E. Fawley, 17175 Wyoming ave., Detroit, Mich. **Adv. Agcy.** Griffith & Rowland, Jamestown, N. Y. H. G. Griffith, acct. exec.

MARMON-HERRINGTON CO., INC., 1511 W. Washington st., Indianapolis 7, Ind. Motor coaches, heavy duty all-wheel drive trucks, remanufacture of Ford trucks to all-wheel drive. D. M. Klausmeyer, pres.; G. C. Dixon, vice-pres. and gen. mgr.; Fred B. Croner, vice-pres.; E. F. Ray, gen. sales mgr., truck div.; T. A. Williams, sales mgr., transit equip div.; Wm. P. Nottingham, secy.; John Gant, treas.; Harold B. Blank, serv. parts and acc. mgr.; George H. Freers, vice-pres. in chge. of engrg.; A. O. Standiford, pur. agt.; E. M. Guinn, traf. mgr. **Adv. Agcy.** —Caldwell-Larkin Co., Inc., Indianapolis, Ind. John Merkle, acct. exec.

MARQUETTE MFG. CO., INC., 307 E. Hennepin ave., Minneapolis 14, Minn. AC & DC arc welders, welding accessories, oxy-acetylene welding equipment, battery chargers (all types), welding electrodes, welding rods and tractor strip. H. J. Lange, pres.; R. B. Niles, vice-pres., gen. mgr.; H. S. Petersen, secy.; O. H. Hansen, treas.; S. J. Gravelle, works mgr. C. M. Akins, vice-pres., chief engr.; E. F. Salomonson, pur. agt.; M. H. Potter, vice-pres., sales; R. R. Saal, sales mgr.; W. G. Schilling, adv. sales prom. mgr.; R. A. Sienes, export mgr. **Adv. Agcy.**—Colle & McVoy Co., Minneapolis, Minn.

MARSHALL-ECLIPSE DIV., Bendix Aviation Corp., Cohoes and Tibbits aves., Green Island, Troy, N. Y. Passenger car brake lining, heavy-duty truck and bus brake lining, airplane brake lining, railroad and industrial brake lining, synthetic resins, adhesives, protective coatings, cerametalix friction material for automotive and aircraft. F. C. Weyburne, gen. mgr.; H. Stolar, asst. gen. mgr.; H. C. Hodson, divisional compt.; D. E. Stuart, sales mgr.; original equipt.; C. W. Cowan, asst. sales mgr., original equipt.; L. H. Goyette, sales, original equipt.; J. H. Kelly, serv. sales; C. S. Ferguson, dir. of engrg.; B. W. Klein, chief engr., automotive prod.; F. W. Aldrich, asst. chief engr., automotive prod.; E. A. Martin, pur. agt.; E. Drislane, test engr.; T. E. Shelly, traf. mgr. **Det. Reps.**—D. E. Stuart, sales mgr.; C. W. Cowan, asst. sales mgr.; L. H. Goyette, sales, orig. equip.; Ed. E. Bozyk, Cerametalix sales rep., 8-204 General Motors bldg., Detroit 2. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

MARSON CORP., 115 Mill st., Revere 51, Mass. Sanding attachments, tinning compounds, curtains for paint spray booths, wash racks and undercoating booths; plastic car garages, plastic and silicone cloth maskers for painting; mechanics fender and seat covers, plastic drop cloths, "smoothie" paint additive, paint cup liners, DDK dust killer, covers for testing equipment., K2 silicone compound; paint cup gaskets, Epoxy and Polyester Solder for body and fender work. L. S. Lewis, pres.; Joe Cooper, vice-pres.; Irving Cooper, secy., sales mgr. **Adv. Agcy.** —Mayhoff Co., Lynn, Mass.

MARTIN SENOUR CO., Automotive Div., 2500 Senour ave., Chicago 8, Ill. Lacquer, acrylic and enamel colors, blacks, undercoats, thinners, reducers, specialties. W. M. Stuart, pres.; J. R. Degnan, vice-pres., dir. of sales; E. Garman, treas.; N. H. Mapes, sales prom. mgr. **Adv. Agcy.** — MacFarland Aveyard, Chicago, Ill. R. Byars, acct. exec.

MARVEL-SCHEBLER PRODUCTS DIV., Borg-Warner Corp., Decatur, Ill. Carburetor Div. Gasoline, distillate, LPG carburetion equipment. R. C. Ingersoll, pres.; A. B. Pulliam, vice-pres. and gen. mgr.; George Coffin jr., secy.-treas.; D. N. Arndt, vice-pres., chge. of engr.; Frank Pilling jr., vice-pres., gen. sales mgr.; R. T. Massey, ser. sales mgr.; B. T. Andrix, vice-pres. in chge. of ind. rel. **Det. Rep.**—W. P. Cook, Box 131, Northville, Mich. **Adv. Agcy.**—Kane Advertising, Bloomington, Ill.

MASCO SCREW PRODUCTS CO., 12825 Ford rd., Dearborn, Mich. Screw machine products. Alex Manoogian, pres., gen. and works mgr.; Charles Manoogian, vice-pres.; E. P. Ehrman, secy.-treas.; Horace Holmes, sales mgr.; George Manoogian, chief engr.; R. E. Deisley, pur. agt.

MASLAND DURALEATHER CO. THE, Amber & Willard sts., Phila. 34, Pa. Duran with elastic fabric back, Duran with fabric back, Duran all-plastic, Duran-Quilt, Durasol plastic coated fabric. Walter E. Masland, chmn. of bd.; A. C. McCoy, pres. and gen. mgr.; R. P. Masland, vice-pres.; J. A. Shadle, vice-pres. for sales; Ernest Wuest, vice-pres. for mfg.; Ernest Kulp sr., vice-pres. for public rel.; Jules C. Lavin, vice-pres. for purchases; M. B. McMeekin, sales mgr. uphol. prod. div.; W. W. Day, adv. mgr.; George Sweet, sales mgr. ind. prod. div. **Det. Rep.**—Lester J. Colby, 918 Fisher bldg., Detroit 2. **Adv. Agcy.**—Fox & Mackenzie, Philadelphia, Pa., John Schoeninger, acct. exec.

MASLAND & SONS, C. H., Springs rd., Carlisle, Pa. Wilton, velvet and tufted rugs and carpets, automobile carpet. F. E. Masland jr., pres.; G. R. Keim, vice-pres. (automotive sales and serv.) **Det. Rep.**—Hughes & Hunter, Inc., 16650 E. Warren.

MASSEY-FERGUSON, INC., Racine, Wis. Farm tractors and implements. William Alexander, gen. counsel and secy.; W. W. Dworshak, gen. sales mgr.; Stanley S. Roberts, adv. and sales prom. mgr.; D. J. O'Leary, serv., mgr.; Herman G. Klemm, vice-pres., cf. engr.; M. E. Munroe, dir. of procurement. **Adv. Agcy.** —Needham, Louis & Brorby, Prudential Plaza, Chicago, Ill. G. W. Oliver, acct. exec.

MASSEY-FERGUSON INDUSTRIAL DIVISION, INC., 1009 South West st., Wichita 13N, Kans. Industrial tractors, earth moving and materials handling, light and medium industrial equipment, tractor mounted and truck mounted. C. F. Hill, gen. mgr.; Loren Hill, asst. gen. mgr.; Ben Carpenter, works mgr.; Jim Dreiling, asst. sales; Milton Tuell, adv. and sales prom. mgr.; J. I. Michaels, chief engr.; Roy Bartles, pur. agt.; Jack Menoher, serv., parts & acc. mgr.; Pat Reeves, traffic mgr. **Adv. Agcy.** — Associated Advertising Agency, Wichita, Kansas. Preston Huston, acct. exec.

MAST FOOS MFG. CO., 72 West Columbia, Springfield, O. Auto parts for Auburn Cord, Duesenberg Co. D. E. Winslow, pres.-treas. and gen. mgr.; F. B. McKaig, vice-pres.; H. S. Liddell, vice-pres.; D. D. Shellhorn, sales mgr. and pur. agt.

MASTER MANUFACTURING CO., INC., 1300 E. ave. A, Hutchinson, Kans. Machine tool attachments, lathe converters, Turret-Masters, plain and universal feed tables, work tables, positioning and layout tables, vertical mill heads, boring and drilling spindles, geared and direct spindle heads, geared dividing heads, internal keyseating and slotting heads. G. Preston Custer, gen. mgr.; Howard Anderson, sales mgr.; Don Morton, chief engr. **Adv. Agcy.**—Lago & Whitehead Co., Wichita, Kans.

MASTER PARTS DIV., Airtex Products, Inc., 4th and Main sts., Fairfield, Ill. Fuel pumps, water pumps, front end suspension parts, wheel bearings, tie rod ends, king bolt sets, hydraulic brake cylinders and parts, fuel pump kits, water pump kits. Dom Monge, pres.; Jack L. Roberts, sales mgr.; Roy Duke, pur. agt.; Adolph Krauss, traf. mgr. **Adv. Agcy.**—Waldie & Briggs, Chicago, Ill.

MASTER PRODUCTS, INC., 215 E. Twelve Mile rd., Madison Heights, Mich. Templates, fixtures, die models (wood and plastic), wood patterns, plastic tooling, jibs, sheet metal, hammer forms, prototypes, preproduction parts. Joseph H. Legato, pres.; Samuel P. Saputo, admin. mgr.; J. P. Delorme, sales mgr.; Leroy Snyder, pur. agt.; Russ Kline, plant mgr.

MASTER PRODUCTS MFG. CO., 3481 E. 14th st., Los Angeles 23, Calif. Visible sectional catalog filing equipment, specialized automotive indexing, paper punches with automotive punching, salesmen's leather sectional carrying cases and binders.

MATHER SPRING CO., 939 N. Cove blvd., Toledo 10, O. Leaf and torsion bar springs for cars, trucks, trailers, buses and off-the-road equipment. Henry T. Mather, pres. and treas.; Philip Hendrickson, vice-pres.; William V. Luneburg, vice-pres.; J. P. Higgins, secy. and contr.; G. F. Miller, gen. sales mgr.; W. H. Barney, works mgr.; R. W. Nilsson, dir. engrg. & res.; Richard Bartlett, dir. of pur. and prod. planning.

MATS UNLIMITED, INC., 2841 Liberty ave., Pittsburgh 22, Pa. Contour rubber front floor mats, tailored rear floor and luggage compartment mats, floor carpeting and trunk lining. Philip Smith, pres. and sales mgr.

MAY BROTHERS MFG. CO., INC., 21300 Eureka, Taylor, Mich. Passenger car and truck tire changers, bead expanders and tire spreaders. Spark plug extensions. Fred May, pres.; George May, vice-pres.; A. Stack, secy.; H. Breazeale, treas.; Fred May, wks. mgr.; H. B. Oren jr., sales and sales prom. mgr.; D. Moore, serv. mgr.; Herschel T. Breazeale, chf. engr. **Det. Rep.** — Virgil Briggs, 116 Clare, Lansing, Mich. **Adv. Agcy.**—Car Corporation, Detroit, Mich.

McALEER MFG. CORP., 101 S. Waterman ave., Detroit 17, Mich. Automotive div. products: Automotive waxes, polishes, rubbing compounds and chemical specialties. Industrial div. products: Rubbing compounds, whirlwind ventilated buffs, buffing - polishing compounds; drawing compounds, coolants, floor polishes-waxes. C. H. McAleer, pres.; W. C. Dodd, vice-pres.; I. M. McAleer, secy.-treas.; Edw. Van Zandt, sales mgr., Indl. div.; Clayton Jones, chief chem.; R. E. Whalen, pur. agt.

McCABE-POWERS BODY CO., 5900 N. Broadway, St. Louis 15, Mo. Truck bodies: line construction; truck bodies: service; truck bodies: cable splicers; aerial ladders: mechanical; aerial ladders: hydraulic; towers: hydraulic; derricks: pole, standard; derricks: pole, hydraulic; beam: hydraulic aerial; trailer: pole; trailer: cable reel; various items of accessory equipment. John J. Powers, pres. and treas.; R. J. Sonderman, Brooke Daly, vice-presidents; A. Tasch, works mgr.; H. M. Bohn jr., asst. sales; Robert Bakula, chf. engr.; Frank Nowicki, pur. agt.; Roy Balogh, chf. engr. (devel.); George Walsh, per. mgr.

McCORD CORP., Riopelle at E. Grand blvd., Detroit 11, Mich. Gaskets, radiators, refrigeration and air conditioning, unit heaters, mechanical lubricators. W. G. Hancock, chmn. of bd., pres.; Dean Fields, vice-pres.; Arnold A. Appleford, secy.-treas.; R. W. Wilson, exec. engr.; W. E. Imhoff, vice-pres. repl. sales mgr.; W. T. Meredith, vice-pres., equip. sales mgr.; R. H. McGeorge, unit heater sales mgr.; L. M. Elliott, vice-pres. and contr.; Edwin O. Bodkin, adv. and sales prom. mgr.; D. Pyke, dir. of pur.; J. Sales, pur. agt.

McCREIGHT PRODUCTS, A. N., 8 S. Highland st., DuBois, Pa. Protect-O-Door—necktie cases tie-vue, See-all mirrors, outside hood clamp type; non-me-

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Who's Who in the Auto Industry

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chanical auto cleaner, storage shelf for VW, complete line of imported Volkswagen accessories, headrests for all makes, spotlights, also for boats. Andrew North McCreight, pres.; Ann McCrea, secy.-treas.; J. R. Clyde, works mgr.

McCULLOCH CORP., Los Angeles Div., 6101 W. Century blvd., Los Angeles 45, Calif. Target aircraft engines, power chain saws and earth drills. J. L. Hegener, chmn. of bd.; Robert P. McCulloch, pres.; John L. Ryde, vice-pres.; G. C. Robechaud, vice-pres. in chge. research; C. F. Breer, vice-pres. McCulloch International; S. H. Egbert, exec. vice-pres.; C. D. Allis, gen. sales mgr.; Robert Orser, adv. mgr.; O. Duke, serv. mgr.; F. Bamberg, mgr. Government sales. **Adv. Agcy.**—Stromberger, LaVene, McKenzie, Los Angeles, Calif. Don McKenzie, acct. exec.

McDONOUGH MFG. CO., 1500-1600 Galloway st., Eau Claire, Wis. Sterling drill grinder, Sterling tool and cutter grinder, McDonough vertical and horizontal band resaws, McDonough medium and heavy duty band mills. John L. Kildahl, pres.-treas.; Fred R. Kildahl, vice-pres.-secy.; R. K. Detjen, works mgr.; Amos Froseth, plant supt.

McFALL CO., CAREY, 2156 E. Dauphin, Philadelphia 25, Pa. Metal stampings and assemblies, painted steel and aluminum strip. Wm. Reukauf, pres.; Elizabeth Reukauf secy.; E. A. Clary, treas.; sales mgr.; Clement H. Stratman, vice-pres.; John J. DiIenna, works mgr.; Wm. Braun, chief engr.; Wm. Murphy, pur. agt. **Adv. Agcy.**—Shaw and Schreiber, Philadelphia.

McFARLAND AWNING CORP., 742 S.W. 8th st., Miami 36, Fla. Umbrellas for car lots. Jessie Lee McFarland, pres., treas.; Regina N. Hornby, secy.; L. T. Davis, mgr.

McINERNEY SPRING & WIRE CO., 655 Godfrey ave., S. W., Grand Rapids 2, Mich. Automobile and truck cushion spring constructions, upholstered cushions, mechanical springs, wire and rod forms, tubular seat frames, adjustable seat frames, light metal stampings, clips and fasteners, automotive interior trim, convertible tops, door panels and sun visors. J. L. McInerney, chmn. of bd.; J. M. McInerney, pres.; W. K. McInerney, vice-pres.; M. L. Keller, vice-pres.; R. N. Alt, vice-pres.; G. R. Allen, sales mgr.; E. D. Tobin, secy.-treas.; Russell R. Thompson, exec. engr.; Wm. N. Ferguson, pur. agt.; R. N. Alt, adv. mgr. **Det. Rep.**—G. R. Allen, 911 Fisher bldg., Detroit 2, Mich. **Adv. Agt.**—Van Stee, Schmidt & Sefton, Grand Rapids, Mich.

McKAY CO., 1005 Liberty ave., Pittsburgh 22, Pa. Tire chains and accessories. James C. McKay, chmn. of bd. and pres. T. J. McKay jr., vice-pres.; Dr. D. F. Heim, vice-pres.; R. S. Gordon, mgr. engrg. (McKees Rocks plant); John Lehr, pur. agt. **Adv. Agcy.**—Smith, Taylor and Jenkins, Pittsburgh, Pa. Jules Petrencs, acct. exec.

McLOUTH STEEL CORP., 300 S. Livernois ave., Detroit 17, Mich. Hot and cold rolled stainless and carbon sheet and strip steel. M. A. Cudlip, pres. and treas.; Ivor Bryn, exec. vice-pres.; Louis E. Moultane, exec. vice-pres., sales and serv.; C. Thorne Murphy, vice-pres., asst. secy.; H. B. Warner, vice-pres. oper.; Lyle J. Johnson, vice-pres. engrg.; George W. Tischer, vice-pres. sales and ser.; Robert C. McLaughlin, vice-pres. pub. rel.; Greyson D. Baldwin, secy.-contr.; John A. Doelle, asst. secy.-asst. treas.; Harry O. Tieman, asst. treas.

McQUAY-NORRIS MFG. CO., 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolt and bushings, wheel suspension parts, under-chassis parts. A. J. Mummert, pres.; C. R. Wippern, exec. vice-pres. and dir. of sales; B. A. Yates, vice-pres., chge. of mfg.; R. F. Crom, vice-pres., chge. of Indianapolis div.; G. O. Stone, secy.-treas.; R. S. Heidenheim, mgr., replacement sales; J. C. Taschler, mgr., ind. sales; Noble Hale, mgr., adv. and sales prom.; R. E. Rippley, asst. mgr., replacement sales; N. D. Saunders, asst. adv. mgr.; J. V. Cassani, dir. mkt. res.; D. M. Crimmins, pur. agt.; W. C. Knoebel, chf. prod. engr.; G. E. Leutwiler, chf. serv. engr. **Industrial Sales Reps.**— H. D. Reading, J. G. Gardner, 4008 Twelfth st., Detroit, Mich.; J. F. Dindorf, 2544 N. 86th st., Wauwatosa, Wis.; A. A. Chattillion, Rt. 1, Box 116, Muskego, Wis.; H. G. Campbell, 5124 Rockingham dr., Ferguson, Mo.; C. R. Hammer, 2443 17th st., Cuyahoga Falls, O.; R. T. Lockard, 675 Commercial st., Weymouth, Mass.; S. H. Babcock, 3573 Pierce st., San Francisco, Calif. **Adv. Agcy.** — D'Arcy Advertising Co., St. Louis, Mo.

MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp., 2020 Harrison ave., Rockford, Ill. Universal joints and propeller shafts for automobiles, trucks, tractors, farm machinery, industrial machinery and airplanes. F. W. Rickard, pres. and gen. mgr.; W. E. Blanchard, vice-pres. in chge. of mfg.; W. J. Simpson, factory sales mgr.; L. C. Lindvahl, serv. mgr.; R. W. Broberg, dir. of engrg.; Charles E. Cooney jr., chf. engr.; E. O. Van Dusen, pur. agt.; C. W. Mason, secy. and compt. **Adv. Agcy.**—W. A. Pitschke, 626 Garfield ave., Rockford, Ill.

MEIER BRASS & ALUMINUM CO., 1471 E. 9 Mile rd., Hazel Park, Mich. Aluminum, brass, bronze, copper, sheet, strip, rod, bar, tube, pipe, wire, extruded shapes, bearing bronze and tooling plate. Robert J. Meier, pres.; Louis Meier III, vice-pres.; Richard L. Meier, secy.; Don Hayward, sales mgr.; R. M. Beck, product mgr., aluminum; Marvin C. Hannenberg, pur. agt.

M-E-L DIVISION, Ford Motor Co., 3000 Schaefer rd., Dearborn, Mich. Lincoln and Continental Plant at Wixom, Mich.; Mercury assembly plants at Metuchen, N. J., St. Louis, Mo. and Wayne, Mich. Mercurys also made at Los Angeles Ford Division plant. Edsels made at Louisville Ford Division plant. Continental, Lincoln, Mercury and Edsel cars and sales of imported Ford products. Ben D. Mills, vice-pres., Ford Motor Co. and gen. mgr. of M-E-L Div.; Walker A. Williams, vice-pres., Ford Motor Co. and asst. gen. mgr. M-E-L Div.; D. J. Bracken, gen. mfg. mgr.; C. E. Bowie, gen. sales mgr.; R. E. Donley, prod. planning mgr.; H. C. MacDonald, chf. engr.; C. S. Brown, gen. pur. agt.; G. L. Walker, indl. rel. mgr.; S. M. Vass, divl. contr.; W. A. Maharry, pub. rel. mgr.; T. T. Adams, organization dept. mgr.; R. C. Flakne, divl. programming dept. mgr.; D. F. Allison, product program timing mgr.; E. S. Hughes, mktg. resch. dept. mgr.; G. S. Coats, asst. gen. sales mgr.; T. A. Griffith, sales ad. dept. mgr.; W. S. Milton, leasing & fleet sales dept. mgr.; H. O. Lund, imported cars mktg. mgr.; J. E. Judge, Mercury mktg. mgr.; B. E. Miller, Mercury adv. & sales prom. dept. mgr.; J. R. Maroni, Mercury sales planning dept. mgr.; L. C. Beebe, Edsel mktg. mgr.; E. F. Fox, Edsel adv. & sales prom. dept. mgr.; W. T. Murphy, Edsel sales planning dept. mgr.; R. J. Fisher, Lincoln & Continental mktg. mgr.; H. L. Swan, Lincoln & Continental adv. & sales prom. dept. mgr.; J. H. Barnes, Lincoln & Continental sales planning dept. mgr.; E. A. Erickson, parts & acc. sales mgr.; G. M. Sherriff, sales services mgr.; T. H. Holden, dir. repres. & rels. mgr.; A. H. Crowley, dir. rels. mgr.; D. A. Kuhn, nat'l serv. mgr.; J. B. Howard, plant oprns. mgr.; G. O. Keutgen, prodctn. engr. mgr.; R. Miller, prod. programming mgr.; P. C. Johnson, qual. contr. dept. mgr.; S. A. Cornell, analysis & adm. mftg. mgr.; R. A. Hulce, asst. gen. pur. agt.; W. E. Barnes, procurement plang. dept. mgr.; C. M. Bowen, pur. analysis dept. mgr.; C. W. Barkdull, adm. pur. dept. mgr.; H. F. Roberts, trim dept. pur. agt.; S. M. Sheridan, machined parts dept. pur. agt.; R. J. Swatosh, stampings dept. pur. agt.; A. E. Schimmel, asst. divl. contr.; J. L. Marsh, asst. divl. contr.; H. L. Misch, asst. chf. engr.

MERIX CHEMICAL CO., 2234 East 75th st., Chicago 49, Ill. Anti-static for nylon fabrics and plastic parts, cleaner "Wipe" for plastics, "Super Chrome-Sheen," anti-fog for windshields, anti-freeze for windshields, concentrate for windshield washer, de-staticizer/cleaner for seat-covers. Eric O. Sonneman, gen. mgr., sales mgr.; Kurt Sonnemann, adv. mgr.; E. Arnback, pur. agt.

MERLITE INDUSTRIES, 114 East 32nd st., New York 16, N. Y. Presto "C.B." fire extinguisher. Lewis Wessel, pres.; Alvin Meyer, secy.-treas.; James Brucka, vice-pres.; Edward Finkelstein, sales mgr. **Adv. Agcy.**—Harry Schneiderman, Co., Chicago, Ill.

MERRICK CO., THE, 2165 Lakeside ave., Cleveland, O. Designers and producers of lithographed cardboard, plastic, wood, silk screen point-of-sale displays, window trims, banners for dealer showrooms. R. B. Pennington jr., pres.; Harold R. Johnson, vice-pres.; Joseph Meyer, creative dir. **Det. Dist. Mgr.**—John J. Greene, 7700 Second blvd., IBM bldg., Detroit, Mich.

METAL ARTS CO., INC., 742 Portland ave., Rochester 21, N. Y. Name plates, advertising specialties, service and safety awards. Charles Jack, pres.; Russell Jack, vice-pres.; John L. Jack, treas.; Robert W. Jack, plant super.; Charles W. Jack, sales mgr.-secy.; Frank Albert, pur. agt. **Adv. Agcy.**—Claude Lewis Advertising Agency, Rochester, N. Y.

METAL AND THERMIT CORP., Rahway, N. J. Chromium plating processes and equipment, protective coatings and finishes, welding supplies and equipment. H. E. Martin, pres.; H. D. McLeese, vice-pres.; J. A. Williams, adv. mgr.; G. Lederer, pur. agt. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt and Reed, New York, N. Y. S. Wildfeir, acct. exec.

METAL-GLASS PRODUCTS CO., 3333 Hammond ave., Elkhart, Ind. Subsidiary of Barler Metal Products, Inc., Goshen, Ind. Manufacturers for formed parts and fabricated parts for truck, bus, trailer, aircraft and commercial accounts. Specializing in magnesium aluminum, stainless or carbon steel and fibre glass. M. E. Miller, pres.; J. A. Rigdon, vice-pres. sales; F. Kummeth, secy.-treas.; D. P. Gill, pur. agt.; W. Murray, chf. engr.

METALLURGICAL PRODUCTS DEPT., General Electric Co., 11177 E. Eight Mile rd., Detroit 32, Mich. Cemented carbides, cemented oxide, tools, dies, masonry drills, wear parts, coal mining tools, Alnico permanent magnets, series 600 chrome carbides, hevimet thermistors, thyrite varistors, vacuum melted metals and diamonds. Dr. Chas. E. Reed, gen. mgr.; G. M. Hartley, mgr. (marketing); H. J. Siekmann, mgr. (product planning); P. J. Jensen, mgr. (manufacturing); E. A. Turner, mgr. (finance); R. F. Parker, mgr. (carbide sales); J. W. Mason, mgr. (adv. and sales prom.). **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., Detroit. J. Barlow, acct. exec.

METLON CORP., 432 Fourth ave., New York 16, N. Y. Non-tarnishing metallic yarns, ultravat quality used for automotive upholstery. Arthur C. Brucks, pres., sales mgr.; Norman L. Freydberg, vice-pres., treas.; Eli Freydberg, secy.; Gloria Dangler, adv., sales prom. and pub. rel. mgr.; Irwin Carp, pur. agt. **Adv. Agcy.** — Wesley Associates, New York, N. Y. Lindsay Fairweather, acct. exec.

METROPOLITAN, American Motors Corp., 14250 Plymouth rd., Detroit 32, Mich. (See AMERICAN MOTORS CORP. listing).

MEYER PRODUCTS, INC., 3599 East 82nd st., Cleveland 5, O. Snow plows for jeeps, trucks, tractors, and others, electrolifts. D. T. Meyer, pres.; E. T. Meyer, vice-pres., gen. mgr.; W. W. King sales mgr. **Adv. Agcy.** — Jayme Organization, Cleveland, O. Ed Young, acct. exec.

MEYERCORD CO., THE, 5323 W. Lake, Chicago 44, Ill. Decalcomania. L. H. Knopf, pres.; H. C. Castle, exec. vice-pres.; L. A. Knopf, vice-pres.; R. A. Knopf, sales mgr.; Ralph Royer, adv. mgr. **Adv. Agcy.**—John D. Morgan, Inc., Chicago, Ill. John Morgan, acct. exec.

MICHIGAN ACCOUNTING & TAX SERVICE, 1515 Ford bldg., Detroit 26, Mich. Accounting and tax service for dealers, preparation of monthly financial statements, guides for analyzing results of departments, and tax returns. **Det. Rep.**—Thomas J. Griffin, 1515 Ford bldg., Detroit 26, Mich.

MICHIGAN AUTOMOTIVE CORP., 2833 East Grand blvd., Detroit 11, Mich. Glass scratch remover kit, engineered automotive service products. Leland C. Scheel, pres., treas.; Raymond L. Dick, secy. **Mfrs. Agent**—Ammco Tools, Inc., Bear Mfg. Co., Doyle Vacuum Cleaner Co., Rotary Lift Co.

MICHIGAN OVEN CO., 415 Brainard, Detroit 1, Mich. Industrial ovens. A. C. Towne jr., pres.; B. C. Smith, secy.; E. C. Herrington, vice-pres., treas.; LeRoy Gill, sales and adv. mgr.; R. E. Virich, pur. agt. **Det. Rep.** — R. W. Proctor, 415 Brainard. **Adv. Agcy.**—Holden, Chapin, LaRue, Detroit, Mich. Parker Holden, acct. exec.

MICHIGAN PLATING & STAMPING CO., Div. of Gulf and Western Corp., 740 Ann st., N. W., Grand Rapids, Mich. Bumpers and bumper brackets and stampings. Charles G. Bluhdorn, chmn. of bd.; C. A. Woodhouse, pres.; John Duncan, exec. vice-pres.; O. L. Green, vice-pres., treas.; Donald Schantz, vice-pres. chg.

(Continued)

Mr. Auto Manufacturer:

Your dealers can't afford to indulge in a guessing game when it comes to buying advertising in New England's second largest market. Let's look at the record . . . it proves that the medium that rings the auto dealers cash registers in the Rhode Island area is The Providence Journal-Bulletin.

You'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force throughout this major New England market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

This city-state major market is representative . . . well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market can be covered thoroughly and more economically than ever with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	206,022	.42
Sunday Journal	185,473	.40
Sunday and Morning	243,234	.78
Sunday and Evening	331,734	.98
Sunday, Morning, Evening	389,495	$1.04

(ABC circulation, March 31, 1958)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to William L. Doyle, Manager, Automotive Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

Who's Who in the Auto Industry

(Continued)

of plating; John DeVries, vice-pres. chg. of mfg.; Joel Dolkart, secy.; S. W. Judd, asst. secy.; Leo Esch, pur. agt.; Sam Suravitz, vice-pres.

MICHIGAN SEAMLESS TUBE CO., South Lyon, Mich. Cold drawn seamless steel tubing. Wm. A. McHattie, pres.; Robert S. Waugh, secy.; L. L. Walker, vice-pres. and treas.; Walter B. Baisch, vice-pres. in chge. of operations; O. Tower jr., asst. to pres. and sales mgr.; L. E. Robinson, chf. engr.; W. G. Troy, dir. of pur. **Det. Rep.**—L. P. Andrews, 701 Stephenson bldg., Detroit 2, Mich.

MICHIGAN STEEL TUBE PRODUCTS DIV. of The Standard Tube Co., 24400 Plymouth rd., Detroit 39, Mich. Electric resistance welded steel tube, fabricate tubing for following articles: automobile exhaust pipes, mufflers, tail pipes, propeller shafts, steering jackets, gas and oil filter neck pipes. Stanley L. Willis, pres. and gen. mgr.; Ralph E. Hoover, exec. vice-pres.; Leland M. Hogan, vice-pres. chge. sales; Fred W. Sexauer, sales mgr.; Martin Deane, mech. engr.; J. Walton, pur. agt. **Det. Rep.**—Fred W. Sexauer, 24400 Plymouth rd., Detroit 39, Mich. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich.

MICHIGAN TOOL CO., 7171 E. McNichols rd., Detroit 12, Mich. Gear shaving machines, lapping machines, shaving cutters, hobbing machines, checking machines, shaper cutters, shear-speed gear shapers, gear hobs, milling cutters, roto-flo spline rollers. O. L. Bard, chmn.; M. R. Anderson, pres.; A. D. Moncrieff, vice-presidents; E. G. Sautter, treas.; I. R. Spangler, sales mgr.; C. E. Scott, plant mgr.; R. S. Hildreth, chf. engr.; J. Plumb, pur. agt.; Harold S. Atherton, adv. mgr. **Adv. Agcy.**—Denham & Co., Detroit, Mich.

MICH-I-PENN OIL & GREASE CO., 6135 Linsdale ave., Detroit 4, Mich. Motor oils and greases. Earl H. Bohnsack, pres., sales mgr.; Edward A. Myers, vice-pres.; John F. McCleod, **secy., gen. mgr.; Carl** T. Cleven, treas.

MICROMATIC HONE CORP., 8100 Schoolcraft ave., Detroit 38, Mich. Honing machines, tools, fixtures and parts; abrasives. Kirke W. Connor, bd. chmn.; Don S. Connor, pres. and gen. mgr.; W. H. Harris jr., exec. vice-pres. and asst. gen. mgr.; W. J. Pinkerton, adm. vice-pres.; Gerald Carlisle, treas. and secy.; D. Peden, vice-pres., research and dev.; A. Kowalski, factory mgr.; J. Greening, chf. engr.; J. Pulliam, sales mgr.; M. P. Ellis, dir. adv. & sales prom.; D. L. Richards, pur. agt. **Adv. Agcy.**—Gray & Kilgore, Detroit.

MIDLAND-ROSS CORP., 2000 Illuminating bldg., 55 Public Square, Cleveland 13, O. Air and vacuum brakes, power controls, air compressors. Passenger car, truck and bus frames. Design, fabrication, and installation of complete painting systems for automobile industry. W. A. McKinley, chmn. of the bd.; Wade N. Harris, pres.; W. E. Hornig, treas.; C. W. Elliott, admin. vice-pres. **Det. Div.**—6660 Mt. Elliott ave., Detroit 11. W. C. MacFarlane jr., vice-pres., gen. mgr.; E. C. Lang, sls. mgr.; I. R. Dedow, dir. of pur.

MID STATES WELDER MANUFACTURING CO., 6025 S. Ashland ave., Chicago 36, Ill. Transformer type AC arcwelders, transformer type DC rectifier arcwelders, portable spotwelders — hyfrequency arc stabilizers. W. W. Jetter, pres., gen. mgr. V. O. Carlson, chief engr.; H. J. Cleys, secy.-treas.; George Cross, works mgr.; O. E. Fenske, sales mgr. **Adv. Agcy.**—Schnell & Associates, Chicago, Ill.

MID WEST BODY & MFG. DIV., Paris, Ill. Farm truck bodies, stake bodies, van panel bodies, automotive stampings and dimensional lumber. E. S. Grumbache, gen. mgr.; G. B. Harvey and S. C. Japinga, works mgrs.; S. Q. Larsen, chief engr.; C. E. Ashley, sales mgr.; C. H. Labounty, pur. agt. **Adv. Agcy.**—Kane Advertising, Bloomington, Ill. J. Richard Hancock, acct. exec.

MIDWEST GENERAL CORP., 440 E. Jefferson ave., Detroit 26, Mich. Rubber carpet for automobiles, rubber cement, rubber carpet and matting for automobiles, rubber cement, windshield washers and windshield washer solvent, lambswool polishing discs, truck guards, fenders and specialties. S. S. Livingstone, pres.; Grant Armstrong, vice-pres.; F. E. Lester, secy.-treas.; Thomas L. Hibbard, chf. engr.; Edward Davidson, pub. rel. mgr. **Adv. Agcy.**—Claude E. Whipple, Detroit, Mich. Edward Davidson, acct. exec.

MIDWEST PRODUCTS & MFG. CO., 33275 Groesbeck hwy., Fraser, Mich. Metal stampings, painting, enameling and assembly, including spot and arc welding and riveting. Anthony Lombardi, pres., and Peter Sergolia, vice-pres., and works mgr.; Ben Virga, treas.; Robert Wall, secy.; Arthur Thibodeau, asst. works mgr.

MILESMASTER, INC. OF AMERICA, 1550 E. 74th pl., Chicago 19, Ill. Fuel pressure regulator. E. V. Trainor, pres.; Tully Trainor, secy.-treas., pur. agt.; Ray Schwietzer, works mgr.; John R. Dotts, nat'l sales mgr.; Robert J. White, reg. sales mgr. **Det. Rep.**—Leo Simon, 18039 Appoline ave., Detroit 35, Mich. **Adv. Agcy.**—Hanson & Stevens, Inc., Chicago, Ill.

MILEY CO., INC., L. J., 18 S. Sangamon st., Chicago 7, Ill. Brake lining, brake shoes. E. G. Jacobs, pres.; Myrle H. Miley, chmn. of bd.; Walter Sommers, secy.; Henry Nolte, pur. agt.

MILFORD CRANE & MACHINE CO., INC., 143 Buckingham ave., Milford, Conn. Milford dual service truck with dual front axle, two-way cab and special frame, designed to carry a crane and a load. Made in two sizes: 33,000 G.V.W. and 48,000 G.V.W. J. W. Wunsch, pres.; Donald J. Moffat, vice-pres. and gen. mgr.; Samuel Wunsch, secy. and treas.; E. Jacoby, adv. and sales prom. mgr. **Adv. Agcy.**—Richard & Gunther, 15 W. 46 st., New York, N. Y.

MILLER MFG. CO., Sales Off., 17640 Grand River, Detroit 27, Mich. Mfg. plant, Rockhill rd., Alliance, O. Special service tools and equipment, car-top luggage carriers. J. W. McDougal, pres. and gen. mgr.; E. J. Wright, vice-pres. and sales mgr.; K. W. Foust, treas.; L. W. Van Kempen, export sales mgr.; R. Huston, chf. engr.; George Clayton, pur. agt. **Adv. Agcy.** — Frederick L. Lawrence, Fox Theatre bldg., Detroit, Mich.

MILLER-METEOR MOTOR CAR DIV., Divco-Wayne Corp., (See Divco-Wayne Corp.)

MILWAUKEE ELECTRIC TOOL CORP., 5316 W. State st., Milwaukee 8, Wis. Portable electric tools. **A. F. Siebert,** pres., treas.; L. H. Erickson, vice-pres. and gen. mgr.; R. L. Siebert, exec. vice-pres, in chge. sales, secy.; M. E. Halvorsen, asst. sales mgr.; A. A. Meyers, adv. mgr.; A. Bucholz, serv. parts and prod. mgr.; E. W. Ristow, chief engr.; Louis Fix, pur. agt. **Det. Rep.**—F. Freeman, 1627 W. Fort st., Detroit, Mich. **Adv. Agcy.**—Hoffman, York, Paulson & Gerlach, Inc., Milwaukee, Wis. Earl Swanson, acct. exec.

MINIT-MAN, Div. of DeCroupet Iron Works, 501 East Ten Mile rd., Royal Oak, Mich. Minit-Man automatic car washers. Leo J. Rousseau, gen. mgr.; Robert L. Rousseau, asst. gen. mgr. **Adv. Agcy.**—Active Associates, Detroit, Mich. E. E. Cloutier, acct. exec.

MINNESOTA AUTOMOTIVE INC., 1101 N. Front st., Mankato, Minn. Mico power brake cylinder, brake lock, No Creep, roll stop, front brake control, No Stuk. I. B. Chandler, vice-pres., plant mgr.; G. J. McGrath, gen. sales mgr. **Det. Rep.**—F. Lynch, 24630 Northwestern hwy., Detroit, Mich. **Adv. Agcy.**—Wm. L. Baxter, Advertising, 24 S. Sixth st., Minneapolis, Minn. Wm. L. Baxter, acct. exec.

MINNESOTA MINING & MFG. CO., 900 Fauquier ave., St. Paul 6, Minn. Industrial coated abrasives; flint and emery coated abrasives; masking, electrical and other industrial pressure-sensitive tapes; adhesives; rubberized protective coating; masking paper; apron taper; fiber packing; reflective sheeting; pigments. William L. McKnight, chmn. of bd.; A. G. Bush, chmn. exec. comm.; H. P. Buetow, pres.; L. A. Hatch, vice-pres. and coordinator res. and new prod. dev.; G. H. Halpin, exec. vice-pres. for sales; L. F. Weyand, (tape and adhesive div.), Bert S. Cross (Scotchlite), Joseph C. Duke (coated abrasives and related prod.); Arthur E. Eggert (pub. rel.); C. P. Pesek, (engrg.), (prod.), vice-presidents; Charles O. Moorsbrugger; adv. dir.; B. B. Countryman, pur. dir.; Lyle H. Fisher (pers. admn.); Frank O'Neill, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Minneapolis, Minn. R. C. Lamb, acct. exec., MacManus, John and Adams, Bloomfield Hills, Mich. W. E. Everson, R. L. Garrison, acct. execs.

MINNESOTA MINING AND MFG. CO., Adhesives, Coatings and Sealers div., 900 Bush ave., St. Paul 6, Minnesota. Adhesives: Trim, upholstery, weatherstrip; coatings: Protective, sound deadening, underbody; sealers: Extruded, bluk windshield, caulking, compounds. C. W. Walton, gen. mgr.; Charles A. Kelley, gen. sales mgr.; R. W. Reeser, auto. prod. sales mgr.; Geo. W. Crain, adv. coordinator; F. W. Fischer, pur. agt.; F. C. Wilcox, traffic mgr. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich. R. MacGregor, acct. exec.

MIRO-FLEX CO., INC., 1824 E. 2nd st., Wichita 7, Kans. Reflector flares, stop and tail lamps, rear vision mirrors, directional lamps, clearance lamps, spot reflectors. H. N. Carver, pres., gen. mgr.; C. A. Clarke, vice-pres., sales, adv. and sales prom. mgr.; George T. Harkins, secy. and chief engr.; E. V. Hadley, treas.; D. D. Fleming, works mgr. **Det. Rep.**—The George Lubin Sales Co., 19176 St. Marys, Detroit 35, Mich. **Adv. Agcy.**—Associated Advertising Agency, Wichita, Kans. Preston Huston, acct. exec.

MIRROR BRIGHT POLISH CO., 365 N. Altadena dr., Pasadena, Calif. Automobile polish. Maurice W. Meguiar, partner-sales; Malcolm F. Meguiar, partner-personnel; Kenneth D. Meguiar, partner-production.

MITCHELL, JOHN E., CO., 3800 Commerce st., Dallas 21, Tex. Mark IV Automotive air conditioners. John E. Mitchell jr., pres.; Orville Mitchell, vice-pres.; Donald F. Mitchell, vice-pres., sales and adv. mgr.; G. R. Hollingsworth, secy., gen. mgr.; Orville Mitchell jr., treas.; Richard L. Roden, works mgr.; Edd Huff, serv. mgr.; R. V. Anderson, chief engr. **Det. Rep.**—Lester D. Moss, 18450 Livernois ave., Detroit 21, Mich. **Adv. Agcy.** — Taylor-Norsworthy, Inc., Dallas, Tex. Melville M. Mercer, acct. exec.

MITCHELL-BENTLEY CORP., THE, Ionia, Mich. Plant No. 1: Ionia Mfg. Co., Ionia, Mich. Estate wagon bodies, automotive trim, automotive bodies, transportation seating, public seating, industrial canvas sewing. Plant No. 2: Owosso Mfg. Co., Owosso, Mich. Automotive trim, public seating, transportation seating. Don R. Mitchell, pres., gen. mgr.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, exec. vice-pres.; H. Kirk White, vice-pres.; Arthur E. Brown, secy. and treas.; James H. Dignan, gen. sales mgr.; Harvey P. Claus, dir. of pur.; George Macfarlane, exec. chief engr. **Adv. Agcy.**—Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

MOBAY CHEMICAL CO., 1815 Washington rd., Pittsburgh 34, Pa. Isocyanates and polyester resins used in the manufacture of flexible and rigid urethane foams, elastomers, surface coatings and adhesives. J. R. Eck, pres.; A. M. Gamassmer, vice-pres.; G. R. Crews, treas.; Donald J. Miller (plant) mgr.; J. D. Mahoney, sales mgr.; D. P. Shedd, sales dev.; M. G. Snyder, adv. mgr.; R. C. Burck, prod. devl. mgr.; S. P. Thomas, dir. engrg.; E. F. Cupp, pur. agt.; M. G. Snyder, adv. and pub. rel. dir.; P. A. Harmon, traf. mgr. **Det. Rep.**—Philip J. Lowry, 2346 Grand ave., Cuyahoga Falls, O. **Adv. Agcy.**—Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa. William C. Sutherland, acct. exec.

MOBIL-AIRE MFG. CO., P. O. Box 122, Denison, Tex. Under dash auto air conditioner, WethR-matic trunk type auto air conditioner. Bruce A. Tankel, managing partner; Melvin W. Jackson, partner; Wayne R. McVay, supt. **Adv. Agcy.** — Couchman Advertising Co., Dallas, Tex. Mitch Lewis, acct. exec.

MOBILE DRILLING, INC., 960 N. Pennsylvania st., Indianapolis 4, Ind. Auger, diamond core, general soil testing equipment and utility hole drilling equipment for contractors, blast-hole and hydraulic masonry drills and diamond bits, sand and gravel exploration, highway and bridge foundation design, mineral exploration, etc. All drilling units furnished for or with independent power plant or vehicle P.T.O. George E. Dickinson, pres.; Irene Gray, office mgr.; James B. Stokes, sales mgr.; Donald R. Hale, pur. agt.; James Pringle, prod. mgr. **Adv. Agcy.** — LaGrange & Garrison, 30 E. Georgia st., Indianapolis, Ind.

MOC PRODUCTS CO., INC., 6812 San Fernando rd., Glendale 1, Calif. Motor oil conditioner, gum and varnish remover, transmission oil, gasoline additive. Robert F. Crust, pres.; Harold E. Moody, secy.; William B. Crust, vice-pres., treas.; Ludwig A. Kubasak, vice-pres., secy.; Helen J. Becker, secy., bookkeeper. **Adv. Agcy.**—Shackelford Advertising Agency, Glendale, Calif.

MOCAR PRODUCTS CO., 15378 Middlebelt rd., Livonia, Mich. Material handling hooks, carriers, sheet metal and light structural fabrications. Robert G. Campbell, pres.; Alan H. Harris, vice-pres., secy.

MODERN ACCESSORIES CO., 1526 Scott blvd., Covington, Ky. Arm rest covers, kick pads and safety belts, litterbags, spare tire covers. Walter Broker, prop.

MODERN AUTO LEASING CORP., 1330 Belmont ave., Philadelphia 4, Pa. Car and truck leasing. David T. Robinson, pres.; Paul M. Minnich, vice-pres., gen. mgr.

MODERN DISPLAYS, INC., 7338 Woodward ave., Detroit 2, Mich. Automotive promotion programs: creative, production, shipping. Direct Mail, new car announcement, used car and service campaigns. 3rd dimensional point-of-purchase sales promotion. R. D. Van Houten, pres.; P. W. Ruopp, vice-pres. and gen. mgr.; B. J. Curran, man. dir. and secy.; J. F. Jackson, pur. agt.; K. R. Randall, creative designer; G. G. Winter, editorial chf.; R. M. MacDonald, sales mgr.

MODERN MACHINE TOOL CO., 2005 Losey ave., Jackson, Mich. Cutting-off machines for tubing, rod and pipe; safety drill tables. W. G. Walker, pres.; H. G. Walker, vice-pres.; B. H. Walker, secy.-treas.

MODINE MFG. CO., Racine, Wis. Engine cooling radiators, oil coolers, heat exchangers, automotive air conditioner condensers and evaporators, aftercoolers, unit heaters, convector radiators, air conditioners. A. B. Modine, chmn. of bd.; C. T. Perkins, pres.; G. H. Jackson, vice-pres. in chge. of mfg.; C. C. Wilson, vice-pres. in chge. of sales; A. G. Dixon, exec. vice-pres.; E. G. Rutherford, secy.-treas.; W. J. Burke, mrkt. planning mgr.; Geo. Haisimaier, co-ord. of auto. and ind. sales; H. Thoen, east. auto. sales mgr.; N. H. Miller, west. auto. sales mgr.; Paul Slagle, Detroit, auto. sales dist. mgr.; M. J. Druse, dir. adv. and pub. rel.; R. C. Verhaeghe, chief engr., automotive div.

MOHASCO INDUSTRIES, INC., Amsterdam, N. Y. Divisions: Mohawk Carpet Mills and Alexander Smith Co. Manufacturers of woven and tufted rugs and carpets; automotive carpets. Herbert L. Shuttleworth II, pres.; W. T. Windle, treas.; G. G. Koller, direct sales mgr.

MOHAWK RUBBER CO., 1235 Second ave., Akron 5, O. Passenger and truck tires, tread rubber, repair materials. R. E. Bloch, chmn. of bd.; H. M. Fawcett, pres., gen. mgr.; C. E. Sauvain, vice-pres.; W. T. Ernst, secy., treas.; T. C. Johnson, sales mgr.; W. F. Irvin, adv. mgr.; R. Parkhurst, serv. mgr.; W. M. Nonnamaker, chief engr.; J. R. Brock, pur. agt.; C. Baker, traf. mgr. **Adv. Agcy.**—Carr-Liggett, Cleveland, O. E. J. Howe, acct. exec.

MOLD-CRAFT, INC., 100 Lake st., Port Washington, Wis. Rubber compound display products, custom-made point-of-sale pieces. A. C. Krueger, pres.; Thomas L. Donley vice-pres., gen. mgr.; Robert O'Halloran, secy.-treas.; Clarence Porath, pur. agt.; Edward Bostwick, traf. mgr.

MOLINE TOOL CO., 102 20th st., Moline, Ill. Multiple spindle straight line and universal joint drilling and tapping machines; multiple and single spindle cylinder boring machines, multiple and single spindle honing machines and hones; special milling equipment; horizontal way type drilling, boring, reaming and tapping machines; special machines in general for drilling, boring, tapping and honing. C. R. Rosborough, pres. and gen. mgr.; O. R. Reller, vice-pres.; W. C. Rosborough, asst. gen. mgr., vice-pres., treas.; J. B. Rosborough, vice-pres.; J. R. Rosborough, secy. and gen. counsel; Doris H. Eckstrom, asst. secy.; R. G. Martensen, pur. agt.; C. E. Parkhurst, chief engr.; R. H. Bergstrand, chief design engr. **Det. Rep.**—Motch & Merryweather Machinery Co., 23520 Woodward ave., Ferndale 20, Mich. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill.

MOLY MOTOR PRODUCTS CORP., 314 Scholes st., Brooklyn 6, N. Y. Grease concentrate and motor oil additive for passenger cars and trucks. George J. Seedman, pres.; S. Fox, secy. and treas.

MONARCH GOVERNOR CO., 2800 Tyler rd., Willow Run, Mich. Engine governors, automobile accessories, small die castings, stampings and assemblies. J. W. Anderson jr., pres. and gen. mgr.; S. W. Anderson, vice-pres.; A. S. Anderson, secy.-treas.

MONARCH RUBBER CO., 100 Lincoln Park, Hartville, O. Molded mechanical rubber goods including weatherstrips, pads, rubber to metal parts, etc., solid and cushion press-on industrial tires, cured-on industrial tires. R. M. Fawcett, pres.; R. J. Himmelright jr., vice-pres.; R. F. Simpson, vice-pres., works mgr.; H. K. Ashley, treas. and pur. agt.; R. E. Schreiber, sales mgr.; W. H. Filter, J. W. Cross, reg. sales mgrs.; E. F. Kinsley, serv. mgr.; Herman S. Church, chief engr.; J. Yoder, traf. mgr.; R. I. Smith, plant supt. **Det. Branch Off.:** Wm. Crittenden, Arthur Dodge, P. J. Dunn, 7-255 General Motors bldg. **Chicago Branch Off.:** Bert Hough, Monarch Rubber Co., 2353 N. California ave., Chicago 47, Ill. **Adv. Agcy.**—Penn and Hamaker, Bedford, O. L. S. Hamaker jr. and Edwin Penn, acct. execs.

MONDAK PRODUCTS CO., INC., 5758 W. Armitage ave., Chicago 39, Ill. Automobile booster equipment. Robert Peterson, pres.; Byron Towle, secy.-treas. **Det. Rep.**—F. W. Hammond, 315 N. Ravenna, Ann Arbor, Mich.

MONROE AUTO EQUIPMENT CO., E. First st., Monroe, Mich. Hydraulic shock absorbers, hydraulic easy-riding seats for tractors, trucks and military vehicles; sway bars; torsion bars, hydraulic lifts; molded rubber products, direct acting hydraulic power steering. Brouwer D. McIntyre, pres.; Wm. D. McIntyre, exec. vice-pres. and gen. mgr.; C. S. McIntyre, exec. vice-pres., chge. of sales and secy.; George M. Streicher, asst. to pres., works mgr.; J. E. Bickel, vice-pres. in chge. of merch.; Walter Nash, sales mgr., shock absorber div.; A. A. Ballantyne, adv. and sales prom. mgr.; C. J. Smith, vice-pres., chief engr.; G. J. Henrich, vice-pres. and pur. dir. **Adv. Agcy.** — The Aitkin-Kynett Co., 1400 S. Penn Sq., Philadelphia, Pa.

MONROE STANDARD, INC., 217-220 Wyandot bldg., Galion, O. Low air pressure warning signals, low vacuum warning signals (either with mechanical arm, or with red light), moisture ejectors for clean dry air and circuit switches to disconnect generator and battery, safe-angle indicators for dump bodies. E. P. Monroe jr., pres.; C. S. Schuler, gen. mgr.

MONSANTO CHEMICAL CO., (Plastics div.) Springfield 2, Mass. Vinyl butyral film, styrene compound and resin, vinyl chloride resin and film, melamine surface coating resins, urea, phenolic, melamine resins, polyethylene compound, styrene monomer acrylonitrile. R. K. Mueller, gen. mgr.; J. C. Garrels, H. K. Eckert, asst. gen. mgrs.; R. C. Evans, dir. of mktg.; E. L. Hobson, dir. of sales, plastic products; R. T. Clark, dir. of sales, raw materials; C. L. Jones, dir. of sales, resin products; E. D. Kennedy, adv. and sales prom. mgr.; F. W. Meuschke, G. Gross, asst. adv. and sales prom. mgrs.; R. J. Schatz, dir. of research; R. G. Fordyce, dir. tech. serv.; C. E. Pfeifer, dir. of mfg.; J. P. Skehan, dir. of field oprns. **Adv. Agcy.**—Needham, Louis & Brorby, New York, N. Y. John Brooks, acct. exec.

MONTPELIER MFG. CO., Montpelier, O. Motor vehicle conversions, urban panel and house-to-house delivery bodies. H. A. Schwartz, pres.; M. H. Schwartz, vice-pres.; G. L. Hill, vice-pres.; John C. Rundell, sales mgr.; R. C. Kunkle, asst. sales mgr.; Kenneth Harman, chief engr.; Robert Treer, pur. agt.

MOOG INDUSTRIES, INC., 6565 Wells, St. Louis 14, Mo. Leaf springs, piston rings, coil action parts, coil springs, shock absorbers and related parts. H. P. Moog, chmn. of bd.; H. C. Moog, pres.; B. Mellitz, vice-pres.-legal counsel; J. B. Bushyhead, vice-pres, sales; A. M. Goetz, secy.-treas.; C. L. Cadwell, asst. secy.; Wm. Scheublein, chief engr.; John Wehrheim, catalog mgr.; E. C. Gieseking, pur. agt.; Philip F. Trembot, spec. sales mgr.; Claude L. Suttles, sls. mgr.; Mel Meyer, traf. mgr. **Det. Rep.**—A. Gregory, 13333 Callender st. **Adv. Agcy.** —Winius-Brandon Co., 1706 Olive st., St. Louis, Mo.

MOORE & CO., SAMUEL, Main and Orchard, Mantua, O. Caulks, sealers, adhesives, rubber matting, rubber step plates, plastic coated tubing, plastic tubing, nylon gas lines. Samuel D. Moore, pres.; Frank H. Olton, vice-pres.; King E. Fauver, secy.; Arthur B. Briggs, treas.; Bradford Burnham, sales mgr.; R. E. Brumbach, chief engr.; Robert Thomas, pub. rel. mgr. **Adv. Agcy.**—Palm & Patterson.

MOORE BUSINESS FORMS, INC., 900 Buffalo ave., Niagara Falls, N. Y. Registers and register forms, W-2 forms, payroll and repair order forms, statements, receipt books, gas and oil sales book forms, ledger cards. W. L. Eggert, vice-pres. and gen. mgr.; E. N. Vanstone, compt.; D. W. Barr, gen. sales mgr.; J. Vernal, gen. prod. mgr.; Melvin Wahl, adv. and sales prom. mgr. **Det. Rep.**—G. E. Touchton, 15851 W. 7 Mile rd. **Adv. Agcy.**—N. W. Ayer & Son, New York, N. Y.

MORAINE PRODUCTS DIV., General Motors Corp., 1420 Wisconsin blvd., Dayton 1, O. Hydraulic brake controls, brake assemblies, hydraulic brake fluids, engine bearings, powder metal products, friction plates for automatic transmissions, metallic filter media, rolled bronze products. C. J. Werner, gen. mgr.; N. L. Gebhart, mfg. mgr.; J. R. Lakin, gen. sales mgr. and adv. mgr.; F. J. Markey, sales mgr. brake fluid; M. E. Rasper, sales mgr. auto assemblies; C. T. Sillin, serv. sales mgr.; H. D. Glass, sales mgr., friction materials; E. S. Moyer, chief engr.; A. R. Shaw, asst. chief engr.; Paul Boorom, dir. of pur.; J. O. Faris, traf. mgr.; R. R. Rogers, compt.; W. E. Taylor, pub. rel. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. M. C. Miller, acct. exec.

MORCO, INC., 22201 Aurora rd., Bedford, O. Reconditioning crankshafts. F. H. Pettay, pres.; M. J. Hoke, vice-pres.; D. F. Clark, gen. mgr.; F. B. Loeffler, sales mgr.; Peter Myello, supt.; Peter P. Mantz, prod. mgr.; A. Kozar, acct. & office mgr.; Harold H. Crews, Texas rep. **Adv. Agcy.**—Carr Liggett, Cleveland, O.

MORRISON STEEL PRODUCTS, INC., 601 Amherst st., Buffalo 7, N. Y. Metal stampings for trucks, automotive and general use; utility truck bodies and accessories; warm air forced draft and gravity, gas and oil fired furnaces, air conditioning (trade name: "Mor-Sun"); sectional steel overhead garage doors (trade name: "Roly Door"); S. Morrison, pres.; M. J. Kohnstamm, exec. vice-pres.; A. J. Harsch, vice-pres. engrg.; S. Weisberg, treas.; Anthony D'Ambrosia, contr.; George Earl, sales mgr., service body div.; R. Fanning, plant supt.; A. B. Savanyu, pur. agt.; Glen Eberhardt, traf. mgr. **Adv. Agcy.**—C. A. Stahlka.

MORSE CHAIN CO., A Borg-Warner Industry, Ithaca, N. Y., Detroit, Mich., Denver, Colo. and Simcoe, Ontario. Timing chains, sprockets, roller chain and sprockets, flexible couplings, speed reducers, clutches. R. O. Bass, pres., gen. mgr.; J. V. Moynes, vice-pres., sales; M. V. Bailliere jr., secy.-treas.; T. A. Fowler, automotive sales rep.; J. R. Mueller, vice-pres., engrg.; S. J. Morris, pur. agt.; Frank L. Wood, merchdsg. mgr. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich.

MORTELL CO., J. W., 550 N. Hobbie ave., Kankakee, Ill.; Lyndhurst, N. J.; Detroit. Fluid-type sound deadeners, sealers, adhesives, caulks, rust preventives, undercoatings. E. E. Mortell, pres.; J. L. Mortell, vice-pres., treas.; T. P. Fitzpatrick, vice-pres., gen. mgr.; J. E. Ashton, vice-pres. automotive; K. D. Rouble, sales mgr. automotive.

MORYSVILLE BODY WORKS, INC., 813 South Reading ave., Boyertown, Pa. Line construction bodies, utility bodies, pick-up tool boxes, gas bottle bodies, burner servicing bodies, turnpike service bodies, fire rescue bodies, bodies and body equipment. Wallace B. Updegrove, pres.; Ronald G. Updegrove, vice-pres., gen. mgr.; Paul Kopicki and Maurice M. Marcotte, spec. equip. salesmen; Gerald L. Wagner and Robert J. Calahan, dist. salesmen. **Adv. Agcy.**—Ted Black Agency, Reading, Pa.

MOTOR GENERATOR CORP., Troy, O. Battery chargers, motor generator type, automotive, bus, truck; electrical industrial truck chargers, generators, AC and DC; motor generator sets, all types; power plants. O. H. Menke, pres.; D. W. Baker, vice-pres. and sales mgr.; G. O. Williams, secy.; D. C. Jenkins, treas. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O.

MOTOR IDEAS, 6507 Third ave., Detroit 2, Mich. Motor Ideas automobile sales promotion and marketing service, Motor Ideas automobile newsletter. Aubrey Meisner, pres.; Elizabeth Boyd, circ. mgr.

MOTOR MASTER PRODUCTS CORP., P. O. Box 278, Defiance, O. Automotive spark plugs, muffler clamps, universal joints, misc. automotive parts and supplies, universal joint repair kits. Erwin L. Clemens, pres.; R. C. Zeller, vice-pres.; F. W. Sweet, secy.-treas.; Don Canfield, sales mgr.; K. L. Johnson, adv. mgr.

MOTOR VEHICLE RESEARCH, INC., South Lee, N. H. Independent automotive research and engineering. Andrew J. White, dir.

MOTOR WHEEL CORP., 735 E. Saginaw st., Lansing 3, Mich. Wheels, hubs, brake drums, air spring assemblies, pressed metal parts, heating appliances, and power lawn mowers. M. F. Cotes, pres. and gen. mgr.; Raymond J. Wilcox, exec. vice-pres.; S. N. Johnson, Carl F. Schultz, A. P. Schweizer, E. A. Bovee, L. C. Vantertill, vice-presidents; Edward K. Ellsworth, secy.-treas.; Thomas J. Fagan, asst. secy.; C. R. Clausen, asst. treas.; C. J. Holden, sales mgr.-passenger car wheels; R. J. Kinney, sales mgr.-truck wheels; Frank Jackson, sales mgr.-metal products; H. C. Salzer, sales mgr.-agricultural, industrial and service; Robert W. Dugger, dir. of per.; H. W. McKeague, dir. of pur.; J. D. Withrow, pur. agt.; George Bleibtrey, dir. of traffic; T. D. O'Hearn, adv. mgr. **Det. Rep.**—C. J. Holden, 546 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Brooke, Smith, French and Dorrance, Inc., Detroit, Mich.

MOTORAIDE CORP., 2400 Emerald st., Philadelphia 25, Pa. Electrical automotive testing equipment. Jerome Nathan, secy.

MOTOROLA, INC., 4545 W. Augusta blvd., Chicago 51, Ill. FM two-way mobile radio-telephone; automobile receivers; home radios; AM television receivers. P. V. Galvin, chmn. of bd.; R. W. Galvin, pres.; E. R. Taylor, exec. vice-pres., Consumer Product div.; D. E. Noble, exec. vice-pres., Industrial, Semi-Conductor and Military Electronics div.; Elmer H. Wavering, exec. vice-pres., Automotive Products div.; Frank J. O'Brien, vice-pres., purchasing; Walter B. Scott, vice-pres., mfg.; E. P. Vanderwicken, vice-pres., mfg.; Charles Green, secy.; Jack Davis, vice-pres., Consumer Product engrg.; S. R. Herkes, vice-pres., Consumer Products mktg.; Art Reese, vice-pres. and gen. mgr., Communications & Industrial Electronics div.; Homar Marrs, (Communications div.) sales mgr.; Allan G. Williams, gen. sales mgr., Consumer Products; A. T. Alexander, nat. serv. dir.; Frank Uhrus, serv. mgr.; D. H. Kutner, dir. of merchandising. **Adv. Agcy.**—Leo Burnett Co., Chicago, Ill.

MT. CLEMENS METAL PRODUCTS CO., 145 S. Rose st., Mt. Clemens, Mich. Metal stampings and assemblies, spun pulleys, cold headed products, weld and clinch nuts, moulding clips. F. G. Richardson sr., pres. and gen. mgr.; Fred G. Richardson jr., exec. vice-pres.; William H. Asmus, treas.; Harold B. Desenberg, secy.; F. W. Eaton, chief engr.; W. H. Rengert, pur. agt.; W. H. Rengert, vice-pres.; J. A. Heinemann, vice-pres. **Det. Rep.**—Rich-Wing Corp., 2480 W. Maple rd., Birmingham, Mich.

MT. VERNON TRUCK BODY CO., 1819 S. 10th st., Mt. Vernon, Ill. Van, custom and farm bodies. Webster Hill, pres.; N. E. Williams, gen. mgr.; R. C. Winder, parts and accessories mgr.

MUELLER BRASS CO., 1925 Lapeer, Port Huron, Mich. Brass and bronze rod, forgings, screw machine products, castings, formed copper tubes, streamline copper tube and solder type fittings, refrigeration valves, driers, fittings and accessories, aluminum windows, extrusions, sheet, coil and strip, polyethylene and PVS plastic pipe, powdered metal parts, non-ferrous impact extrusions, plastic injection molded parts. F. L. Riggin, pres.; F. L. Riggin jr., exec. vice-pres.; W. M. Edmondson, secy.-treas.; A. C. Dappert, vice-pres. in chge. of sales; R. M. Tree, vice-pres. in chge of mfg.; F. M. Levy, vice-pres., tech. consultant; O. R. Payton, sales prom. and adv. mgr.; R. A. Gray, chief engr.; H. Lewis, pur. agt.; E. Miller, traf. mgr.; A. St. Pierre, pub. rel. mgr. **Det. Rep.**—Sales office, 19600 Van Dyke ave., Detroit. **Adv. Agcy.**—Price, Tanner, Willox, Saginaw, Mich. P. Willox, acct. exec.

MURPHY SALES CO., Box 5416, Lake st. sta., Minneapolis 8, Minn. Automatic electric lock for rear doors. John D. Murphy jr., owner.

MURRAY CORP., East Joppa rd., Towson 4, Md. Hose clamps, battery necessities, brake parts. H. Alexander Smith jr., pres.; Leonard H. Forman, vice-pres. and pur. agt.; Murray C. Reiter, sales mgr.; John W. Schukraft, chief engr.; W. C. Hoadley, traf. mgr.; James H. Rowe, dir. of prod. & development. **Det. Rep.**—Richard T. Denyes, 540 Rivenoak, Birmingham, Mich. **Adv. Agcy.** — W. A. Hatch, Inc., 907 St. Paul st., Baltimore, Md.

MUSKEGON MOTOR SPECIALTIES CO., 2314 Tyson st., Jackson, Mich. Machining crankshafts, manufacturing windows and aluminum specialty items for mobile homes, school buses and trucks. Joseph A. Vieson, chmn. of bd.; David W. Johnson, pres.; C. J. Huebner, exec. vice-pres. chge. of Jackson Crankshaft div.; R. V. Pangborn, vice-pres. mfg. Jackson Crankshaft div.; Carlysle Serr, vice-pres. chge. Woodlin div.; W. J. Woodhams, consultant; T. J. McCarthy jr., secy.; E. S. Berry, treas.; Donald Day, Gordon Nash, asst. secys. and treasurers.

MUSKEGON PISTON RING CO., Sixth & Alpha, Muskegon, Mich. Piston rings. T. E. McFall, chmn. of the bd.; H. G. Vaughan, vice-chmn. of the bd.; G. W. Lundeen, pres.; G. R. Targett, exec. vice-pres.; M. D. Stanley, vice-pres., mfg. (Muskegon div.); W. A. Clouser, vice-pres., sales (Muskegon div.); G. A. Fifield, secy. and asst. treas.; H. C. Hoffman, mgr. pur. & prod.; L. H. Bazuin, treas. and asst. secy. **Det. Reps.**—G. E. Smith, G. S. Oliver, S. J. Bourdon, D. W. Baldwin, 516 New Center bldg. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George L. Briggs, acct. exec.

MUSTANG MOTOR PRODUCTS CORP., (subsidiary of Gladden Products Corp.), 241 Concord, Glendale 3, Calif. Motorcycles (lightweight), John N. Gladden, pres.; David Campbell, secy.; Howard Burrell, gen. mgr.; Charles R. Gardner,

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Who's Who in the Auto Industry

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prod. mgr.; J. Wade Brunson, sales and adv. mgr.; Howard Forrest, chief engr.

MYRLO CO., 1231 Main ave., Cleveland 13, O. All types pennant streamers. Myrl Bookman, owner.

MYSTIK ADHESIVE PRODUCTS, INC., 2635 N. Kildare ave., Chicago 39, Ill. Paper masking tapes, waterproof cloth tapes, pressure sensitive protective papers, stencils, adhesive specialty products, pressure sensitive printable tapes, pressure sensitive hi-low temperature and electrical tapes, adhesives, coatings and sealers. Russell J. Leander, pres.; J. K. Leander, Elmer J. Leander, vice-presidents; Robert D. Smith, vice-pres. and gen. mgr.; William J. Miller, dir. ind. mdsg.; Stanley Ostrenga, ind. sales mgr.; J. C. Gallagher, sales mgr., retail div.; Charles Rhodes, sales mgr., chain store div.; Edwin F. Kusek, dir. of retail adv.; G. V. Disbrow, sales mgr., adhesives, coatings and sealers; John Willert, traf. mgr. **Adv. Agcy.**—George H. Hartman Co., Rowland Laughlin, acct. exec.

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NACTO CLEANER CORP., 1200 East 156th st., New York 59, N. Y. Fabric cleaner, waterless hand cleaner, tar remover, "Grees Wash," garage floor cleaner, fire extinguisher fluid, foam upholstery cleaner, leather cleaner, whitewall cleaner, car wash, windshield washer solvent. James L. Ryan, pres., gen. mgr., sales mgr. and pur. agt.; G. S. McHarg, vice-pres., treas.; E. F. Ryan, secy.

NAGS PUBLISHING CO., 9050 Livernois ave., Detroit 4, Mich. Publishers of auto glass parts catalog, price calculator and stock control and pricing system (SCAP System). Orren D. Hulett, gen. mgr.

NAMSCO, INC., 333—31st ave., Bellwood, Ill. (Chicago suburb). 1-piece wheel covers for specific car models and universal style, hub caps for all popular cars, and many industrial uses, gas tank caps, radiator caps, wheel bolts and nuts. J. A. Anderson, pres.; E. Strom, sales, adv. traf. mgr.; F. Wasil, works mgr. and pur. agt.

NANKERVIS, CO., GEORGE L., 15300 Fullerton, Detroit 27, Mich. Custom built testing equipment for automotive, aircraft and missile industries; metal finishing equipment and supplies; flow measuring equipment. S. W. Sorensen jr., pres.; H. W. Grikschett, Frank E. Kenney, H. M. Cherry, vice-presidents; Ward J. Beauchamp, treas.; Kenneth J. Battjes, secy., adv. mgr.; Kenneth R. Waltz, chf. engr.; Raymond I. Pisti, pur. agt.

NAPCO INDUSTRIES, INC., Seventh st., North Lyndale, Minneapolis 11, Minn. Federal Motor Truck Div., Northwestern Parts Div., Napco Axle Div., Highway Safety Appliances Div., and Napco Construction Equipment Div. Logistics Engrg. Div. Max E. Rappaport, pres.; Fred Rappaport, exec. vice-pres.; W. J. Auger, sales mgr. **Adv. Agcy.**—Alfred Colle, Keith Smith, acct. exec. Jaffe-Naughton-Rich, Al Jaffe, acct. exec.

NAPCO AXLE DIV., Div. of Napco Industries, Inc., Seventh st., North Lyndale, Minneapolis 11, Minn. Manufacturers of special axle assemblies, including four wheel drive for GMC, Chevrolet, Ford, Studebaker, center line steering axles for bus and trucks. W. J. Auger, sales mgr. **Adv. Agcy.**—Alfred Colle Co., Minneapolis, Minn. Keith Smith, acct. exec.

NASH BROS. CO., 2125 Dewey ave., Evanston, Ill. Tire carriers (cable-lift, slant basket, back-of-cab) for trucks, trailers, front and rear bumpers for trucks, truck bodies, buses. L. B. Nash, pres.; C. L. Nash, vice-pres.; E. A. Seward, secy.-treas.; R. E. Mainland, gen. mgr.; J. F. McCowan, sales; William Renouf, chf. engr.; Bill Butler, traf. mgr.

NASON PRODUCTS DIV., W. P. Fuller & Co., 450 E. Grand ave., South San Francisco, Calif. Automotive paints, lacquer and acrylic products. J. P. Fraser, gen. mgr.; R. T. Stahmer, sales prom. mgr.

NATIONAL ACME CO., 170 E. 131st st., Cleveland 8, O. Multiple and single spindle automatic bar and chucking machines; self-opening threading dies and collapsible taps; self-opening thread rolling heads; thread rolling machines; limit switches; solenoids, push button control switches, contract mfg. T. L. Strimple, pres.; B. H. Ayers, vice-pres., works mgr.; R. E. Channock, vice-pres., treas.; S. E. Casson, dir. of sls.; J. L. Molner, chief engr.; W. E. Bour, mgr. thd. tls. div.; A. J. Park, mgr. elec. mfg. div.; D. H. Rowe, adv. mgr.; H. W. Soderquist, sls. serv. mgr.; R. R. Waltz, pur. agt.; C. H. Hunscher, J. C. Skalnik, assts.; F. Mesojedec, traf. mgr.; H. O. Anderson, fcty. per. mgr. **Det. Rep.**—A. C. Densmore, dis. mgr., 14235 Puritan ave., Detroit 27, Mich. **Adv. Agcy.**—Carr Liggett Advertising, Inc., Cleveland 14, O.

NATIONAL ADVERTISING CO., General Sales Offices, First National Bank bldg., Chicago, Ill. Adm. Offices, Bedford Park, Ill. Highway advertising on a maintained rental basis. W. S. Meyers, vice-pres. and gen. mgr. R. C. Olney, gen. sales mgr.; R. R. Garrett, mdsg. and sales prom. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Chicago, Ill.

NATIONAL AUTO GLASS SPECIFICATIONS, INC., 9050 Livernois ave., Detroit 4, Mich. Auto glass patterns, publishers of auto glass parts catalog. Orren D. Hulett, gen. mgr.

NATIONAL AUTO RECONDITIONING CORP., 8435-44th Place, Lyons, Ill. Tipton-Sol engine degreasing shampoo; upholstery cleaning kits, automotive vacuum, remover for scotch-lite reflector, tape and chrome protector, rubber renewer, car shampoo, white side wall cleaner, auto upholstery dyes and shampoo. Ralph M. Tipton, pres. sales, adv. mgr.; Walter A. Ninke, vice-pres, gen. mgr.; Margaret M. Tipton, secy. and treas.; David B. Snedeker, works mgr., chief engr. **Det Sales Rep.**—Edward A. Ash, 6535 Third ave., Detroit 2, Mich., TRinity 2-4900.

NATIONAL AUTOCRAFT MFG. CO., 2710 N. Orange ave., Orlando, Fla. ANCHOR universal body moulding clips, replacement window riser knobs, PUSH-ON window crank knobs, replacement door locking and instrument panel knobs, TURN IN-SNAP ON universal moulding trim fasteners. Charles D. West, pres., sales mgr.; F. P. West, secy.-treas. **Adv. Agcy.** — Robert Hammond Associates, Orlando, Fla.

NATIONAL AUTOMOBILE APPRAISAL SERVICE CORP., P. O. Box 91, Kingsbridge station, New York 63, N. Y. Publishers of "The National Auto Guide" (weekly wholesale used car value guide). Norman Mann, pres., sales mgr.; Steven Carey, vice-pres., asst. sales mgr.; Victor D. Orlove, secy.-treas. and gen. mgr., editor. **Adv. Agcy.**—Picard-Marvin, Inc., New York, N. Y. William Marvin, acct. exec.

NATIONAL AUTOMOBILE DEALERS USED CAR GUIDE CO., 2000 K st., N. W. Washington 6, D. C. NADA Official Used Car Guide. Everett W. Lawrence, editor. **Adv. Agcy.**—Advertising, Inc., Washington, D. C. King Fedlar, acct. exec.

NATIONAL AUTOMOTIVE FIBRES, INC., 19925 Hoover, Detroit 5, Mich. Complete automotive textile trim, automotive carpet. Paul V. Shields, chmn. of bd.; J. G. Bannister, pres.; M. K. Leahy, vice-pres. in chge. of prod.; G. W. Parkin, gen. sales mgr.; J. Chapman, contr.; J. G. Pogue, asst. secy-treas.; R. B. Hunter, secy.-treas.

NATIONAL AUTOMOTIVE MANUFACTURING & ENGINEERING CORP., 3012 S. Halladay, Santa Ana, Calif. Moto-Sway lubricating equipment, Spray-Foamatic spray guns, Spray-Foamatic Jr. home spray guns, Spray Foam washing compounds, Quick-on couplers, M8F concentrates, Moto-Glaze compounds. William W. Wasson, pres.; R. V. Wasson, secy.-treas.; Robert Sanderson, plant supt.; Don Sutherland, compt.; Jack Gassen, sales mgr. Eastern Div.; Don Boehm, sales mgr. Western Div. **Adv. Agcy.**—Gray & Kilgore, Detroit, Mich.

NATIONAL BONDED CARS, INC., 120 Morris ave., Springfield, N. J. Inspection and warranty service. James E. Smith, pres.; Irwin B. Green, exec. vice-pres.; div. Consolidated Warranty System, div. office, 110 Sutter st., San Francisco 4, Calif.; Maxwell House, Augusta, Ga.

NATIONAL BRAKE BLOCK CO., 37-17 57th st., Woodside 77, N. Y. National brake block, Seg-Mold brake lining, rivets, bonded woven, brakebond brake lining, SF heavy duty clutch facings. Irving J. Simon, William Simon, Harry Gelband, partners; M. Feldman, traf. mgr. **Adv. Agcy.** — Walter J. Zimmerman Assoc., New York, N. Y.

NATIONAL BROACH & MACHINE CO., 5600 St. Jean ave., Detroit 13, Mich. Gear shaving, honing, lapping, measuring, sound testing and grinding machines; precision gears, naloy broaches, broaching fixtures, gear shaving cutters and gear honing tools. Walter S. Praog, pres.; Max B. Mentley, vice-pres.; Ben F. Bregi, vice-pres.; D. P. Smith, vice-pres.; J. Willison Smith jr., secy.; Georg R. Smith, treas.; Harold Ashton, mgr.; sales and serv.; Martin Linder, asst. treas.; T. S. Gates, chief engr.; Basil Hawkins, pur. agt.; Hall Industrial Publicity, pub. rel. mgr. **Det. Rep.** — Home Office, 5600 St. Jean ave. **Adv. Agcy.**—Witte & Burden, Detroit 2, Mich.

NATIONAL CAR RENTAL SYSTEM, INC., 1209 Washington ave., St. Louis 3, Mo. World-wide network of independently-owned car rental firms with more than 700 offices in 30 countries. Robert W. Miller, pres.; Walter J. Phillips, exec. vice-pres.; B. L. Burman, vice-pres.; Tad Hankey, secy.; K. C. Glaser, treas. **Adv. Agcy.** — Gardner Advertising Co., St. Louis, Mo. Frank MacKnight, acct. exec.

NATIONAL CARBON CO., Div. of Union Carbide Corp., 30 East 42nd st., New York 17, N. Y. Anti-freezes, cooling system cleaner, stop-leak and other auto service products, anti-rust, flashlights, flashlight batteries. A. S. Johnson, pres.; P. M. Buhrer, exec. vice-pres.; A. C. Bryan, vice-pres., gen. mgr., consumer products; J. F. Warnell, gen. sales mgr. consumer products; A. H. Brust, adv. mgr. **Adv. Agcy.**—Wm. Esty Co., Inc.

NATIONAL CASH REGISTER CO., Main and K sts., Dayton 9, O. Accounting machines, adding machines, cash registers, business forms and NCR "No Carbon Required" paper. S. C. Allyn, chmn. of bd.; R. S. Oleman, pres.; G. A. Lowden, exec. vice-pres.; Robert E. Cowden jr., secy.; E. C. Nowak, treas.; R. J. Christian, vice-pres., mfg.; H. C. Keesecker, vice-pres. sales (domestic); G. W. Head, adv. mgr.; Leigh Metcalfe, asst.; W. F. Clawson, serv. mgr.; E. R. Schlemmer, pur. agt.; E. H. Voehringer, traf. mgr.; J. K. Owen, pub. rel. dir. **Det. Rep.**—C. A. Dahl, branch mgr., 3456 Woodward ave. **Adv. Agcy.**—McCann-Erickson, Inc., New York 20, N. Y. Herb Pierce, acct. exec.

NATIONAL COACHES, INC., Main st., Knightstown, Ind. Ambulance and funeral cars, airport passenger limousines, eight and nine passenger limousine bodies. Vern Z. Perry, pres.-treas.; Dan R. Perry, vice-pres. chge. sales pur.; Mary Ann Perry, secy.; Frank Reifel, plant mgr.; M. A. Schakel, office mgr.; Bill Johnson, asst. sales mgr. **Adv. Agcy.**—Ruben Advertising Co., Indianapolis, Ind.

NATIONAL COTTON BATTING INSTITUTE, 1918 North Parkway, Memphis 12, Tenn. Industry organization for the promotion of cotton cushioning in automobile seats. Milton E. Stauffer, pres.; Henry Chanin, Wm. J. McEwen, and C. E. Theobald jr., vice-presidents; L. J. Tiernan, secy.; C. Edward Lenz, treas.; R. T. St. John, exec. secy. **Adv. Agcy.**—Greenhaw & Rush, Inc., Memphis, Tenn. E. B. Greenhaw, acct. exec.

NATIONAL FLAG & DISPLAY CO., 43 W. 21st st., New York 10, N. Y. Advertising cloth banners of any size and description, new 49 star flag. Sam Z. Schatz, pres.; Sam Coolick, vice-pres.; Joe Schatz, gen. mgr.

NATIONAL LEAD CO., 111 Broadway, New York 6, N. Y. Raw and finished die castings and bearings (zinc, brass, aluminium and magnesium)—Doehler-Jarvis Div., solder, battery oxides, titanium pigments for enamels and white sidewall tires, storage battery, plate metal. "Kirksite" dies and die metal, paint oils. Joseph A. Martino, pres.; A. H. Drewes, F. J. Koegler, George B. Coale, D. A. Merson, J. H. Reid, H. T. Warshow, H. C. Wildner, vice-presidents; J. B. Henrich, secy.; J. J. Morsman jr., treas.; T. Howard Sarine, adv. mgr.; A. V. Bender, chief engr.; L. J. Werne, traf. mgr.; C. H. Rose, pub. rel. dir.

NATIONAL MACHINE PRODUCTS CO., 44225 Utica rd., Utica, Mich. A complete line of hexagon nuts in all standards. M. A. Chambers, pres., gen. mgr.; C. W. Couch, vice-pres., sales mgr.; A. R. Devine, secy.; R. G. Straley, treas.; E. Johnson, works mgr.; A. A. Widmann, vice-pres., chge. of engrg.; Y. Ebersole, pur. agt.

NATIONAL MACHINE AND TOOL CO., 4077 Page ave., Jackson, Mich. Service tools. Morris Thorrez, pres.; Henry Thorrez, vice-pres.; Guy L. Baldwin, vice-pres., sales mgr.; Walter Michner, secy., treas. **Det. Rep.** — Cliff Johns, Lake Orion, Mich.

NATIONAL MACHINE WORKS, INC., 1800 S. Broadway, Oklahoma City, Okla.

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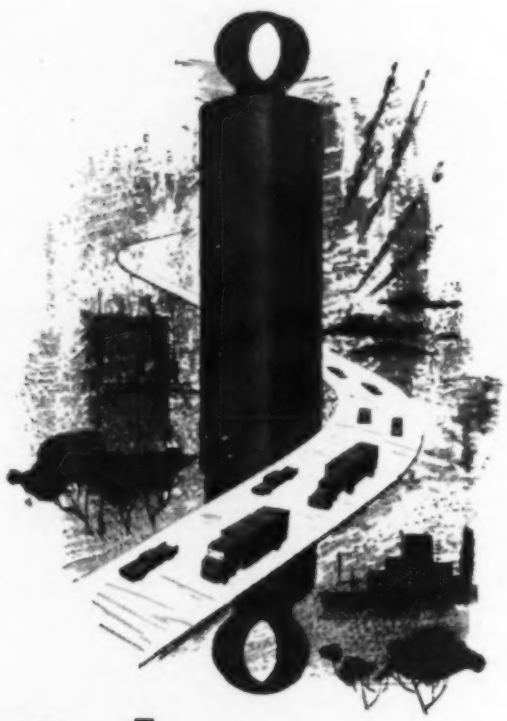

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NATIONAL MALLEABLE & STEEL CASTING CO., 10600 Quincy ave., Cleveland 6, O. Malleable and HTM (pearlitic malleable) iron castings, carbon and alloy steel castings, dragline chain. Carter Kissell, pres.; W. H. Moriarity, vice-pres.; S. C. Wasson, vice-pres; E. H. Sherwood, vice-pres., int'l. div.; R. G. Parks, treas.; A. E. Field, secy.; R. C. Hobson, vice-pres. Industrial Div.; Mark M. Miller, vice-pres., sales Industrial Div.; A. D. Ott, traf. mgr.; B. C. Yearly, mgr., research; W. M. Quayle, gen. pur. agt.; K. L. Selby, vice-pres. engrg.

NATIONAL MARKET REPORTS, INC., 900 South Wabash ave., Chicago 5, Ill. Publishers of: Official Red Book and Blue Book Used Car & Truck Appraisals; National Automobile Parts & Labor Manual; Farm Tractor & Implement Blue Book; and Automotive Service Digest. W. E. Butler, chmn. bd.; H. G. Hollingshead, pres.; C. E. Gambill, vice-pres., treas.; J. R. Sullivan, secy.; J. F. Heffinger, gen. mgr. **Adv. Agcy.**—Central Advertising Service, Chicago, Ill.

NATIONAL PARTS CORP., 2111 S. Michigan ave., Chicago 16, Ill. Automobile replacement radiator grilles for domestic and imported models. H. A. Winkelman, pres., gen. mgr.; R. B. Winkelman, vice-pres., asst. gen. mgr., pur. agt.; A. Antonini, works mgr. **Det. Rep.**—Mel Knopf, 24350 Condon ave., Oak Park, Mich. **West Coast Rep.**—A. Grinberg, 4452 Hazeltine, Sherman Oaks, Calif.

NATIONAL PLASTIC PRODUCTS CO., THE, Odenton, Md. Saran fiber for seat coverings. Ephraim Winer, pres.; Lee Samler, tech. dir.; Francis V. Ulrich, dir. of sales; Roland J. Brown, sales mgr.; James Richards, adv. mgr.; Donald J. Anderson, dir. of pur. **Adv. Agcy.**—Jos. A. Wilner Co., 130 W. Hamilton st., Baltimore, Md.

NATIONAL PRODUCTS CORP., 290 Third st., Cambridge 42, Mass. Waterproof connectors for spark plugs, ignition harness sets, special ignition products. Robert Tonon, pres.; A. P. Pickman, vice-pres.

NATIONAL RIVET AND MFG. CO., 21 E. Jefferson, Waupun, Wis. All types of rivets. A. G. Gibbons, bd. chmn.; J. A. Zeratsky, pres.; E. J. Maitre, vice-pres. in chge. of sales; Leon Foley, secy.; H. C. Engelbracht, treas.; L. Vandervelde, prod. mgr.; J. P. Torres, adv. mgr.; H. Hanson, chf. engr.; B. H. Bredeson, pur. agt. **Det. Rep.**—E. H. VanNorwick, 220 Jalkains bldg., 1100 N. Woodward ave., Birmingham, Mich. **Adv. Agcy.** — Kirkgasser-Drew, Chicago, Ill.

NATIONAL SEAL DIV., Federal-Mogul-Bower Bearings, Inc., Redwood City, Calif. Oil and grease seals, laminated shims, o-rings. Milton Bulkeley, gen. mgr.; H. K. Pohlman, gen. mgr. of mfg.; V. L. Peickii, dir. of engng. and res.; P. Q. Wray jr., sales mgr.; E. Mitchell, traf. mgr.; R. E. Walcott, pur. agt. **Det. Rep.**—R. A. Fred Mills, mgr., W. P. Spencer, P. Smith, J. Austin, and R. Gorman, 13836 Puritan ave. **Adv. Agcy.**—L. C. Cole Co., San Francisco, Calif. R. G. Orr, acct. exec.

NATIONAL STEEL CORP., 2800 Grant bldg., Pittsburgh 19, Pa. Automobile spring steel, bumper steel, special rolled sections, cold drawn bars. Geo. M. Humphrey, chmn. of bd.; T. E. Millsop, pres.; Paul E. Shroads sr., J. H. Strassburger, W. P. Hill, W. A. Murphy, A. C. Childs, vice-presidents; Floyd T. Bowen, treas.; Wm. E. Prosser, secy.; Wm. S. Schwoebel, comptr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich.

NATIONAL SYSTEM OF GARAGE VENTILATION, INC., 138 W. William st., Decatur, Ill. Underfloor and overhead exhaust removal equipment for automotive service shops. Frank M. Tenney, pres.; Frank M. Tenney, treas. **Adv. Agcy.** — Biddle Co., Bloomington, Ill. Fred Thies, acct. exec.

NATIONAL TUBE DIV. (United States Steel Corp.), 525 William Penn pl., Pittsburgh 30, Pa. Seamless steel tubing, electric-welded tubing. J. E. Goble, pres.; W. F. McConnor, exec. vice-pres.; C. E. Magoon, treas.; H. J. Wallace, vice-pres., sales; W. J. McKee, sales mgr.; T. W. Gamble, adv. mgr.; L. V. Johnson, chief engr.; J. F. Dailey, pur. agt. **Det. Rep.** — John R. Godfrey, General Motors bldg., Detroit 2, Mich.

NATIONAL TWIST DRILL & TOOL CO., Rochester, Mich. Twist drills, reamers, counterbores, milling cutters, end mills, hobs, carbide, special tools. Howard L. McGregor jr., pres., gen. mgr.; E. J. Chamberlain, exec. vice-pres.; C. J. Oxford, engrg. vice-pres.; Allan Devine, secy.; J. W. Davidson, treas.; H. A. Mitzelfeld, mfg. vice-pres.; Wm. E. Atchley, sales mgr.; E. E. Sell, pur. agt. **Adv. Agcy.**—Holden, Chapin, LaRue, Detroit, Mich. Charles Pineau, acct. exec.

NAUGATUCK CHEMICAL, div. of U. S. Rubber Co., Elm st., Naugatuck, Conn. Synthetic rubbers, natural rubber latex, synthetic rubber latices, plastics, adhesives, rubber chemicals, compounded latices, rubber-resin blends. Earle S. Ebers, vice-pres., gen. mgr.; Harold M. Parsekian, gen. sales mgr.; William H. MacHale, adv. mgr.; Fred N. Taff, div. engrg. mgr.; R. S. Tobias, div. pur. agt.; W. E. Bradford, Ind. rel. mgr. **Adv. Agcy.**—Fletcher D. Richards, New York, N. Y. Duncan Ross, acct. exec.

NEAPCO PRODUCTS, INC., South and Cross sts., Pottstown, Pa. Universal joints, chassis parts, machine work. R. E. Jeffries, pres.; E. B. Jenkins, treas. **Adv. Agcy.** — William D. Andes, Lancaster, Pa. John Wenger, acct. exec.

NEILSON CHEMICAL CO., 2300 Gainsboro, Detroit 20 (Ferndale), Mich. Metalprep, galvaprep, prep'n'cote prep-pik-l, lyfanite, phosteem alumiprep, emulsoprep. R. F. Neilson, gen. mgr.; H. N. Oleson, works mgr.; H. F. Neilson, sales mgr. **Det. Rep.**—John E. Pierce, 1850 Mansfield ave., Birmingham, Mich. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, 7338 Woodward, Detroit 2, Mich.

NELSON ASSOCIATES, INC., 3114 Grand River ave., Detroit 8, Mich. Automotive merchandising and sales prom. Nelson McCarthy, pres.; Henry L. Despard, exec. vice-pres.; Mrs. A. O. Beattie, treas.; Jerry Malzahn, estimator. **Det. Reps.**—Wallace Davenport, John Anderson.

NEON PRODUCTS, INC., Neon ave., Lima, O. Plastilux outdoor signs, neon outdoor signs, specialine plastic indoor signs, advertising clocks, skelton signs, pylons. S. Kamin, pres.; M. Kamin, vice-pres.; J. Howenstine, secy-treas.; Harold D. Schwartz, dir. of adv. and sales prom.; Art Mox, chief engr.; G. Querry, pur. agt.; W. Freel, traf. mgr.

NEW DEPARTURE, Division of General Motors Corp., 269 N. Main st., Bristol, Conn. Precision ball bearings, instrument and miniature ball bearings; upset forgings; sprag clutches and steel balls. Seth H. Stoner, gen. mgr.; Frederick J. Garbarino, dir. of sales and engrg.; Leonard F. Swoyer, gen. sales mgr.; Howard A. Offers, asst. gen. sales mgr.; Martin J. Pattyn, asst. gen. sales mgr.; Kenneth V. Knebel, gen. wks. mgr.; Norman C. Branch, gen. prod. control mgr.; C. Frederick Crow, Bristol-Meriden plants mgr.; F. T. Himmelein, Sandusky Plant mgr.; Harry T. Burgess, dir. of qual. control; Nicholas St. Peter, comptr.; Matthew C. Wagner, sales admin. mgr.; Henry L. Brophy, pub. rel. dir.; William J. Ryan, dir. of pur.; Richard H. Valentine, chf. engr.; James P. Gillian, asst. chf. engr.; Peter Wallack, asst. chf. engr.; Leland D. Cobb, mgr. res. and dev.; Frederick A. Kurt, adv. supervisor. **Det. Rep.**—Martin J. Pattyn, asst. gen. sales mgr., 7-122 GM bldg., Detroit 2, Mich. **Adv. Agcy.**—D. P. Brother & Co., GM bldg., Detroit 2, Mich. Robert M. Fitzgibbons, acct. exec.

NEW ENGLAND PRESSED STEEL CO., Washington ave., Natick, Mass. Automotive parts assemblies to customers' requirements; spark plug wrenches; metal stampings to order. W. H. Townsend, pres., treas.; J. H. Parmenter, vice-pres., gen. mgr.; H. Blumenthal, secy., pur. agt.

NEW JERSEY ZINC CO., THE, 160 Front st., New York 38, N. Y. Zinc pigments, metals and alloys. R. L. McCann, pres.; C. H. George, exec. vice-pres.; R. G. Kenly, vice-pres.; Samuel Riker jr., secy.-treas.; W. C. Dunlap, pur. agt.; K. C. Lippmann, mgr. transportation. **Sales (The New Jersey Zinc Sales Co.)**; R. G. Kenly, vice-pres.; G. F. A. Stutz, mgr. (pigment div.); E. H. Klein, mgr. (metal div.); R. Davison, mgr. (market development div.).

NEW PROCESS GEAR DIV., Chrysler Corp., 500 Plum st., Syracuse, N. Y. Truck and passenger car transmissions; differential assemblies; transfer cases; spiral bevel; hypoid gears; aircraft gears; aircraft oil pumps; constant velocity universal joints. Alvin T. Hanson, plant mgr.; Robert W. Wolfe, mgr. sales, engrg. and ser.; Burke M. Hyde, chf. ind. engr.; Lester J. Herrick, operations mgr.; Thurman O. Ruettinger, dev. engr.; Edward J. Hart, per. mgr.; Raymond Farrar, dir. of pur.

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NEWARK AUTO TOP CO., INC., 80 Central ave., Newark 2, N. J. Auto seat covers, carpets, carpet savers, auto fabrics, convertible top assemblies. Alexander Seaman, pres.; Arthur Fischman, gen. mgr.; Edward Grabowski, chief engr. **Adv. Agcy.**—London Advertising Agency, 60 Park place, Newark, N. J.

NEWARK LADDER & BRACKET CO., INC., 5 Central ave., Clark Twp., N. J. Auto-top carriers, wood and heavy-duty steel. Rubin Grant, pres.; Maurice Gilbert, vice-pres.; Harold Grant, secy.; Mel North, gen. mgr., sales mgr.; Sidney Zucker, works mgr.; Larry Sosnow, adv. mgr.

NEWHOUSE AUTOMOTIVE INDUSTRIES, 5805 E. Beverly blvd.; Los Angeles 22, Calif. Special auto parts for stock cars, high-compression heads, dual intake manifolds, mufflers, camshafts, racing equipment, dual-point auto ignitions, water injectors. racing engines, etc. Ernest J. Newhouse, pres.; E. H. Newhouse, vice-pres.; John Beach, gen. mgr.; John Merlino, plant mgr.; Louise Johnson, credit mgr. **Adv. Agcy.**—Vanderboom, Hunt & McNaughton, Inc., Los Angeles.

NICHOLS & SON, 2695 State st., Hamden, Conn. License plate holder. John J. Nichols, pres. and vice-pres.; John R. Nichols, sales and gen. mgr.

NICHOLSON FILE CO., 23 Acorn st., Providence 1, R. I. File and rasps, rotary power files and burs, hacksaw and band saw blades, ground flat stock, industrial hammers. Paul C. Nicholson jr., pres.; Stanley Livingston jr., vice-pres. operations; Charles E. Fogg, vice-pres. and contr.; Edmond A. Neal, vice-pres., domestic sales mgr.; Stewart Winslow, treas.; George R. Ashbey, adv. mgr.

NIEHOFF & CO., C. E., 4925 W. Lawrence ave., Chicago 30, Ill. Ignition parts, hydraulic brake parts, testing equipment, hydraulic brake fluid. C. E. Niehoff, pres.; Fred Geyer, vice-pres., chge. of sales; E. R. Grant, vice-pres., chge. of prod.; M. A. Niehoff, secy.-treas.; C. E. Sanders, adv. mgr.; H. C. Fernstrom, pur. agt. **Adv. Agcy.**—C. Wendel Muench & Co., Chicago, Ill.

NORDSON CORP., Jackson st., Amherst, O. Paint heaters, airless spray painting systems. E. T. Nord, pres.; Richard T. Schafer, asst. to pres.

NORGREN-STEMAC, INC., 5428 S. Delaware, Littleton, Colo. Die cast chrome name plates, products identification plates, personalized monograms, plaques. plastic name plates. L. H. Norgren, exec. vice-pres.; C. C. Haney, sales mgr.

NORICK BROTHERS, INC., 701-09 N.W. Fourth st., Oklahoma City 1, Okla. Standard accounting systems, auxiliary forms, parts purchase control systems, interleaved carbon office and shop forms for retail automotive dealers. Henry Norick, pres.; James H. Norick and Marjorie J. Norick, vice-presidents; Mrs. Frances N. Lilly, secy.-treas.; Fred H. Barlow, gen. sales mgr.; Roy Evans, adv. mgr.; Jack Rainbow, prod. mgr.; W. B. Austin, chf. acct. **Det. Rep.** — James R. McConnell, 15636 Mapleridge, Detroit 5, Mich.

NORLIPP CO., 5909-5931 S. Lowe ave., Chicago 21, Ill. Car mirrors, gas caps, radiator caps, ornaments, lights, truck mirrors, reflectors, clearance lights, locking caps. bicycle mirrors, ornaments. A. C. Lippert, pres.; R. A. Lippert, vice-pres., sales mgr.; Richard Vernald, secy.; Robert Meyer, works mgr. and pur. agt.; Herb Hallen, traf. mgr. **Adv. Agcy.**—Allen J. Siegel, 608 S. Dearborn ave., Chicago 5, Ill.

NORMA-HOFFMANN BEARINGS CORP., Hamilton ave., Stamford, Conn. Precision ball, roller and thrust bearings. H. M. Day, pres.; W. D. Anderson, (engrg.), vice-pres.; R. L. Miller, vice-pres. sales; D. Lee, vice-pres. fin.; R. D. Robertson, vice-pres. mfg.; E. R. Wallenberger, sales mgr.; J. G. Tompkins, asst. sales mgr.; P. W. Leak, asst. chief engr.; H. R. Beeson, pur. agt.; Frank Angelo, traf. mgr. **Det. Rep.**—F. J. St. Arnault, 10329 Puritan ave., Detroit, Mich. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Inc., 800 Second ave., New York, N. Y.

NORTHERN ENGRAVING & MFG. CO., LaCrosse, Wis. Automotive dials, scuff plates, radiator emblems, instrument panels, glove doors, all decorated stampings, nameplates. C. D. Gelatt, pres., gen. mgr.; E. Niemeyer, vice-pres.; A. H. Zischke, vice-pres., chf. engr.; T. P. Dalzell, secy., treas., pur. agt.; R. Ringdahl, sales mgr.; J. Bennett, works mgr. **Det. Rep.**—B. Finn, 10523 Puritan ave., Detroit 38, Mich.

NORTHWESTERN PARTS DIV., Div. of Napco Industries, Inc., Seventh st. North Lyndale, Minneapolis 11, Minn. Manufacturer of automotive and military service parts. Edward E. Grosmann, sales mgr. **Adv. Agcy.**—Jaffee-Naughton-Rich, Minneapolis, Minn. Alvin Jaffee, acct. exec.

NORTON CO., 1 New Bond st., Worcester 6, Mass. Abrasives, grinding wheels, grinding machines, refractories, Norbide boron carbide products, encapsulating machines, lapping machines, non-slip flooring. Milton P. Higgins, pres.; Ralph F. Gow, exec. vice-pres.; R. Prouty, secy.; W. H. Perks, treas.; J. Jeppson, (abrasive div.), W. G. Fallon (refractories div.), H. J. Daly, (electro-chemical div.), E. M. Hicks, (machine div.), gen. mgrs.; D. L. Price, vice-pres., chge. of sales; F. L. Curtis (new products), G. A. Park (abrasives), R. Cushman, (grinding wheels), R. D. Lawson (machine div.). H. T. Pierpont jr. (electrochemical). G. H. Powers, (refractories div.), sales mgrs.; C. L. Shaw, adv. mgr.; R. A. Reed, asst. adv. mgr.; G. D. Seguin, pur. agt.; H. H. Anderson, asst. pur. agt.; J. D. Dawson, traf. mgr.; E. B. Knowlton, pub. rel. mgr. **Det. Rep.**—W. A. Russell (Abr. div.); I. W. Peterson, Mach. div., 5805 Lincoln ave., Detroit 8. **Adv. Agcy.**—H. M. Cutler & Co., Inc., Worcester, Mass. H. M. Cutler, acct. exec. James T. Chirurg Co., Boston. S. B. Lindh, W. T. Rogers, acct. execs.

NOVI EQUIPMENT CO., 25460 Novi rd., Novi, Mich. Automotive air conditioners, magnetic clutches, auto heaters, governors—mechanical and hydraulic for industrial and auto use, and also for air planes, radiator fans and crankshaft pulleys, accelerator shaft assemblies. Lewis W. Welch, pres.; C. J. Seaver, exec. vice-pres., gen. mgr.; R. M. Hoffman, secy.-treas.; J. R. McRobert, works mgr.; A. Millington, chief engr.; H. G. Adler, chief engr., gov. div.; J. J. Gaffney, pur. agt.; L. Maltby, traf. mgr. **Adv. Agcy.** — Simon and Gwynn, 3329 Popular ave., Memphis, Tenn.

NUCLEAR PRODUCTS — ERCO — DEFENSE PRODUCTS GROUP, Div. of ACF Industries, Inc., Riverdale, Md. Electronic simulation equipment featuring flight, tactics and ASW simulation. Missile and aircraft test and checkout equipment, Ground support equipments for aircraft, missiles and ordnance. Countermeasures equipment. Metal fabrication for aircraft and missiles. Dr. M. G. Holloway, pres.; Conan J. Doyle, mktg. mgr.

NUDAY CO., THE, 17510 Wyoming, Detroit 21, Mich. Automobile wheel alignment testing equipment. **Adv. Agcy.** — Brown Art Corp., Detroit, Mich.

NUFFIELD EXPORTS, LTD., Cowley, Oxford, England. Morris, MG, Riley and Wolseley cars. Sir Leonard Lord, K.B.E., chmn.; J. R. Woodcock, vice-chmn., W. Hobbs, secy.; L. A. Beare, dir. and mgr. **Adv. Agcy.** — Dorland Advertising Ltd., London, England.

NU ORM PLANS, INC., 1015 S. La Cienega blvd., Los Angeles 35, Calif. A plan of sales development, and customer relations program. Ruth M. Ormsby, pres.; A. Z. Davis, vice-pres.

NU-WIPE, INC., 57 N. Washington, Plainville, Conn. Wiping tissue, dusting tissue, tar remover, liquid wax, cleaner. Charles B. Webster, pres., gen. mgr.; Mrs. Ann P. Webster, vice-pres.; Alfred Roy, treas.

NYLEN PRODUCTS, INC., U. S. 12, Bridgman, Mich. Grey iron pistons, aluminum pistons, piston pins, cylinder sleeves, sleeve assemblies. John A. Nylen, founder; Martin J. Tretheway, pres., gen. mgr.; Paul Auringer, vice-pres., plant engr.; Richard Brown, secy.-treas.; Donald L. Lawrick, office mgr., pur. agt.; William A. Aldred, eastern and midwest reg. sls. mgr.; R. Wayne Funderburg, western regional sales mgr. **Det. Rep.**—Wm. A. Aldred, U. S. 12, Bridgman, Mich. **Adv. Agcy.**—Mayard Sales & Adv. Counsel, Benton Harbor, Mich.

O

O. E. M. PRODUCTS CO., 2342 N. Cicero ave., Chicago 39, Ill. Metal brake lines, spark plug wrenches, garage exhaust removal system adapters and heater fittings and valves. Sam Gale, pres.; Robert C. Sanderson, secy. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill. Morrie Harvis, acct. exec.

O & S BEARING & MFG. CO., plant and general offices, Whitmore Lake, Mich. Self lubricating bearings, bushings, tie rod ends, tie rod and drag link assemblies, leaf spring inserts. Universal ball joints for suspension members and control linkage rod ends. Newton Skillman, pres.; Newton Skillman jr., vice-pres. and gen. mgr.; Thomas C. Evans jr., secy-treas.; Fred R. Smith, sales mgr.; Axel W. Kogstrom, chief engr.; T. C. Evans jr., pur. agt.

OAKITE PRODUCTS, INC., 19 Rector st., New York 6, N. Y. Cleaning materials for carburetor, engine, chassis; compounds for crankcase sludge removing, radiator cleaning, rust preventing, rust removing, scale removing, paint stripping; solvent cleaning materials for oil, carbon and grease removing; steam cleaning equipment and materials. J. A. Carter, pres.; D. S. Ball, 1st vice-pres.; H. Liggett Gray, 2nd vice-pres.; E. Lingle, F. L. Oldroyd, V. D. Smith, G. M. Seib, vice-presidents; James Beckett, treas.; J. J. Basch, vice-pres., mktg.; E. H. Steif, secy.; W. A. Baltzell, sales mgr.; R. R. Burns, dir. of pur.; Fred M. Oliver, mgr., Automotive Div. **Det. Division Mgr.**—T. R. Smith, 8-237 General Motors bldg., Detroit 2. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt and Reed, Inc., New York 17, N. Y. Samuel Wildfeir, acct. exec.

OAKMAN MFG. CO., 6600 E. Nine Mile rd., Van Dyke, Mich. Metal stampings, bumper guards, plated products. Harry Freedland, pres.; Benjamin P. Freedland, exec. vice-pres.; Max E. Derin, vice-pres.; Charles N. Shere, secy.; Leonard Tierman, treas.; Edward Figel, oper. mgr.; Edward R. Shonberg, pub. rel.

OFFENHAUSER EQUIPMENT CORP., 5156 Alhambra ave., Los Angeles 32, Calif. Manufacturer and distributor of automotive power equipment. Fred C. Offenhauser, pres.; James W. Ayles, sales mgr.; Carl Offenhauser, chief engr. **Det. Rep.**—Factory direct.

OFFICIAL PRODUCTS CO., INC., 376 Spring st., N. W., Atlanta 8, Ga. Production cutting discs. All named products are for the automotive polishing trade, major automotive assembly lines, new and used car dealers, polishers and refinishers. Grant Roy, pres., sales mgr.; Waymon Hefner, vice-pres.; Glenn T. Touchstone, vice-pres.; W. A. Zartman, secy.-treas., pur. agt.; Evelyn E. Barnes, gen. mgr.; R. Benton Brindley, pub. rel. mgr. **Det. Rep.**—Taylor Development Co., Owosso, Mich. **Adv. Agcy.**—Brindley Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

OHIO CRANKSHAFT CO., THE, 3800 Harvard ave., Cleveland 5, O. Induction heating equipment, camshafts, crankshafts. F. H. Pettay, pres.; M. J. Hoke, vice-pres.; W. E. Benninghoff, vice-pres., gen. mgr.; P. T. Koenig, secy.-treas.; A. H. Schott, works mgr.; L. C. Schweitzer, sales mgr.; W. A. Berger, serv. mgr.; B. D. Seidel, pur. agt.; F. V. Mika, serv. parts mgr.; F. Nemeth, traf. mgr. **Det. Rep.**—W. K. Ginman, dist. mgr., 30100 Stephenson hwy., Madison Heights, Mich. **Adv. Agcy.**—Carr Liggett Advertising, Inc., Cleveland 14, O. John F. Wilson, acct. exec.

OHIO PISTON & MACHINING CO., 5340 Hamilton ave., Cleveland 14, O. Pistons, various machining work. K. McKinley Smith, pres.; W. K. Sidley, vice-pres. & gen. mgr.; E. Gough, treas.; C. J. Winter, pur. agt.

OHIO RUBBER CO., a Div. of The Eagle Picher Co., Willoughby, O. Custom-made rubber parts for manufacturers in the automobile, agricultural implement, electrical appliance, toy and other industries. Products include molded, extruded, rubber-to-metal mechanical rubber parts; automobile floor mats, miscellaneous mats, weatherstrip, tubing, vibration mountings, handle grips, semipneumatic tires (wheel goods, industrial, agricultural), defroster hose, tracks for track-laying vehicles (military and industrial), flexible vinyl parts. Products are manufactured from natural, synthetic, polyurethane, and silicone rubbers. H. F. Safford, pres.; M. J. Marsh, exec. vice-pres.; R. A. Merts, vice-pres. mfg. and engr.; R. C. Kremer, vice-pres. gen. sales; R. Dean Thomas, vice-pres., mgr. Calif. plant; Cyril J. Edwards, vice-pres., automotive sales; A. B. Bourquard, div. contr.; R. V. Fisch, dir. engrg.; F. Turner, plant mgr. prod.; T. C. Pearson, traf. mgr.; J. D. Clements, pur. agt.; E. H. Witt, pub. rel. mgr. **Det. Rep.**—C. J. Edwards, vice-pres., 2210 Fisher bldg., Detroit 2. **Adv. Agcy.**—G. M. Basford Co., Cleveland, O. E. S. Banasik, acct. exec.

OIL-DRI CORP. OF AMERICA, 520 N. Michigan ave., Chicago 11, Ill. Manufacturers of Oil-Dri absorbents, KITTY-DRI absorbent, OIL-DRI Non-Slip paint and OIL-DRI dispenser. Nick Jaffee, pres.; Richard M. Jaffee, vice-pres.; Leo P. Jaffee, treas.; Woodrow A. Jaffee, sales mgr.; A. L. Swerdlik, gen. mgr. **Adv. Agcy.**—Allen Alpern.

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OLD REPUBLIC LIFE INSURANCE CO., 307 North Michigan ave., Chicago 1, Ill. Credit life, accident and health insurance. James H. Jarrell, pres.; Arthur J. Cade, exec. vice-pres. and sales mgr.; C. M. McNeill, secy.-treas.; W. K. Poulsom, asst. secy.-treas. and actuary. **Adv. Agcy.**—Proebsting, August and Harpham, Inc., 100 East Ohio st., Chicago 1, Ill. Carl J. Dueser, acct. exec.

OLDBERG MFG. CO., 620 7th st., Grand Haven, Mich. Exhaust mufflers. C. W. Kitzinger, pres., gen. mgr.; Floyd E. Deremer, vice-pres.; Frank Coburn, secy.; Ralph G. Rule, treas.; Victor D. Zvoleff, works mgr.; Hazen S. Carson, sales mgr.; Floyd E. Deremer, chief engr.; A. C. Green, traf.; L. F. Kent, pur. agt. **Det. Rep.**—H. S. Carson.

OLDSMOBILE DIV., General Motors Corp., Townsend st., Lansing 21, Mich. Passenger cars, replacement parts. J. E. Wolfram, gen. mgr.; R. T. Rollis, gen. mfg. mgr.; R. J. Cook, prod. mgr.; W. E. Rasmusson, plant engr.; H. N. Metzel, chf. engr.; T. E. Darnton, dir. of pur.; A. S. Corwin, traf. mgr.; V. H. Sutherlen, gen. sales mgr.; G. J. Clemeson, S. F. Mehring, asst. gen. sales mgrs.; M. J. Seaton, sales prom. mgr.; R. E. Aldred, bus. mgmt. mgr.; W. J. Buxton, serv. mgr.; R. E. Gifford, used car mgr.; J. H. Handley, pts. and acces. dept. mgr.; L. A. Grobe, adv. mgr.; J. P. White, pub. rel. dir. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Val Corradi, acct. exec.

OLIN ALUMINUM, Div. Olin Mathieson Chemical Corp., 400 Park ave., New York 22, N. Y. Olin aluminum sheet, coils, bar, rod, extrusions, pig, ingot, billet. Derek Richardson, vice-pres.; J. M. Welch, dir. field sales.

OLIN MATHIESON CHEMICAL CORP., Automotive Products, 10 Light st., Baltimore 3, Md. Puritan brake fluids; penetrant; flushing fluid; shock and jack oil and gasket seals. Pyro antifreezes and cooling system chemicals; private label brake fluids and antifreezes. James C. Laney, mgr., auto. prod.; F. W. Fitchen, sales mgr., natl. brands; A. E. Tongue, sales mgr., natl. accts.

OLSON CORP., J. B. E., 1740 Broadway, New York 19, N. Y. Aluminum delivery truck bodies and aluminum van panel bodies. Wallace B. Spielman, pres.; Herbert H. Spielman, vice-pres. in chge. of sales; Edward J. Scherer, secy.; Edgar Parker, adv. and sales prom. mgr.; Norman B. Kossoff, parts mgr. **Det. Rep.**—J. William Harris, Detroit 2, Mich. **Adv. Agcy.**—Philip I. Ross, 38 East 57 st., New York City.

OMEGA SERVICE PARTS CORP. (rep. MESSKO of West Germany), 350 Fifth ave., New York 1, N. Y. Tire gauges and other measuring instruments for the automotive trade. John P. Mermingas, pres.; Alexander Amarillos, sales mgr. **Adv. Agcy.** — Mann-Ellis, New York, N. Y. Fred Stern, acct. exec.

ONEIDA PRODUCTS, Div. Henney Motor Co., Canastota, N. Y. Bus bodies, sheet and metal work, C. Russell Feldmann, pres.; Clare L. Hitchcock, vice-pres., sales.; W. T. DeCapua, vice-pres. and works mgr.; Joseph V. McKee jr., secy.-treas.; C. B. Miller, contr.; D. E. Burns, asst. treas.; Harold R. Turner, chief engr.; C. W. Stoffragen, pur. agt.; Julio Zuniga, export mgr.

ORRVILLE BODY CO., W. Pine st., Orrville, O. Truck, crane, grader, crane carrier cabs, and sheet metal parts. John A. LeChot, pres., treas.; Wallace G. Vetter, vice-pres., secy. and gen. mgr.; R. D. Hoffman, chief engr.; Robert Shearer, pur. agt.; George Hanson, acct. mgr.; Donald Musser, prod. mgr.; Herbert Sollenberger, pub. rel. mgr.

ORRVILLE METAL SPECIALTY CO., 1330 N. Main st., Orrville, O. Truck, road machinery and truck sleeper cabs, sheet metal assemblies. Julius Fejes, pres.; John C. Halloran, vice-pres.; Harold C. Kropf, secy.; Robert C. Seiwert, treas.; Dwight Bowers, works mgr.; Roger H. Berkey, chief engr.; R. H. Bender, pur. agt.; William Merriman, traf. mgr. **Det. Rep.**—M. S. Owens, 835 Harcourt dr., Grosse Pointe.

ORSCHELN BRAKE LEVER MANUFACTURING CO., 1177 N. Morley, Moberly, Mo. Emergency brake levers and brake cables. W. C. Orschein, pres.; Charles M. Hirst jr., exec. engr.; H. G. Brown, asst. chief engr.

OSBORN MANUFACTURING CO. (Brush Div.), 5401 Hamilton ave., Cleveland 14, O. Industrial brushes and brushing machines. Franklin G. Smith, bd. chmn.; Norman F. Smith, pres.; E. L. Andrews, secy.; J. P. Gaeth, vice-pres., treas.; A. J. Chandler, vice-pres. brush div. sales; G. H. Culp, asst. sales mgr.; L. F. Miller, vice-pres, engr.; F. T. Turner, mgr. indl. sales; R. M. West, adv. and sales prom. mgr.; F. T. Kedzior, sales serv. mgr.; S. J. Futty, pur. agt.; V. E. Kwiatt, traf. mgr. **Det. Sales Office:** 10701 W. McNichols rd., Detroit 21, Mich. **Adv. Agcy.**—Griswold-Eshleman Co., Terminal Tower, Cleveland 13, O. W. J. Pelich, acct. exec.

OSBORN MANUFACTURING CO. (Machine Div.), 5401 Hamilton ave., Cleveland 14, O. Foundry molding machines and equipment. Franklin G. Smith, bd. chmn.; Norman F. Smith, pres.; Leon F. Miller, vice-pres.; E. L. Andrews, secy.; J. P. Gaeth, vice-pres.-treas.; E. K. Hatch, mgr., sales and engr.; E. J. Texler, asst. sales mgr.; R. M. West, adv. and sales prom. mgr.; S. J. Futty, pur. agt.; V. E. Kwiatt, traf. mgr. **Det. Sales Office:** 10701 W. McNichols rd., Detroit 21, Mich. **Adv. Agcy.** — Griswold-Eshleman Co., Terminal Tower, Cleveland 13, O. W. J. Pelich, acct. exec.

OTIS ELEVATOR CO., 260 Eleventh ave., New York 1, N. Y. Passenger elevators, freight elevators, moving stairs (escalators), elevator entrances, electric dumbwaiters, hoists. LeRoy A. Petersen, pres.; Fayette S. Dunn, secy.; H. R. Fardwell, treas.; E. W. Hines, vice-pres., chge. of sales; Donald Shannon, pub. rel. mgr.; G. H. Gotthardt, adv. mgr.; J. F. Lawson, serv. mgr.; A. W. Paulson, chf. engr.; S. P. Collins, pur. agt.; M. J. Cavanaugh, pass. traf. mgr. **Det. Rep.**—V. G. Hahn, 950 W. Fort st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., 60 E. 42nd st., New York 17, N. Y. J. C. Snape, vice-pres., acct. exec.

OTTAWA STEEL DIV., Young Spring & Wire Corp., 435½ S. Main st., Ottawa, Kans. Ottawa truck-mounted backhoe, for mounting on Chevrolet ¾-ton trucks and larger. N. D. Ely, pres.; Thomas Couper, vice-pres.; A. W. Ackerman, secy.-treas.; **Ottawa Div.**: H. A. Lowther, gen. mgr.; C. B. Saunders, dir. of mktg.; Lola B. Shaw, adv. mgr.; Ross E. Johnson, serv. mgr.; C. E. Rouse, chief engr.; H. A. Martin, pur. agt.; R. C. Winchester, traffic mgr. **Adv. Agcy.**—Merritt Owens Adv. Agency, Inc., Kansas City, Kans. Merritt Owens, acct. exec.

OUIMET STAY & LEATHER CO., 31 Monument st., Brockton 64, Mass. Fender welt, wireon, hidem, cord welt, gimp, bias binding. Emil R. Ouimet, treas.

OVERHEAD HEATERS, INC., 1612 Book bldg., Detroit 26, Mich. Shafconaire oil and gas fired heaters for space heating garages, warehouses, industrial plants, service stations. T. E. Trese, pres. and gen. mgr.; A. J. Schuttie, secy.; N. E. Trese, vice-pres. and treas.; L. J. Perron, bus. mgr. **Adv. Agcy.**—E. C. Watkins & Co., Detroit, Mich. E. C. Watkins, acct. exec

OVERSEAS MOTORS CORP., 2824 White Settlement rd., Fort Worth, Tex. Imported car air conditioners, units constructed for Jaguar, Rolls Royce, Bentley, Volkswagen, Mercedes, Porsche, Morris, MG, Magnette, Borgward, Renault, Austin, Volvo and Fiat. W. W. McGhea, pres.; W. V. Coffey, vice-pres.; Gene Fisher, gen. mgr.; Robert Bandeen, works mgr.; Frank Bott, ser. mgr.; Harold Meyer, parts and acc. mgr.; Wilmer Olson, traf. mgr. **Adv. Agcy.**—Arnold and Co., Denver, Colo. Sam Arnold, acct. exec.

OWATONNA TOOL CO., 348 N. Cedar st., Owatonna, Minn. Regular and special automotive hand tools, manual and hydraulic pullers, shop presses. A. R. Kaplan, pres.; R. R. Barnard, treas.; D. J. Kaplan, chief engr.; C. P. Kaplan, pur. mgr.; John A. Mullenmaster, dir. of sales; Robert Allyn, sales mgr. Eastern div.; William Murray, sales mgr. Western div.; C. Kyle Peterson, adv.-sales prom. mgr.

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OWOSSO MFG. CO., Div. of The Mitchell-Bentley Corp., 108 N. Chipman st., Owosso, Mich. Automotive trim, dielectric products, automotive bodies. Don R. Mitchell, pres.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, vice-pres.; H. Kirk White, vice-pres.; H. Walton, factory mgr.; J. Waters, per. mgr. **Adv. Agcy.** — Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

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P & C TOOL CO., P. O. Box 5926, Milwaukee Branch, Portland 22, Ore. Mechanics hand tools. J. Earl Jones chmn. of bd.; B. H. McClain, pres.; A. L. Platky, sales mgr.; C. W. Geist, vice-pres. and treas.; R. Olson, works mgr. **Adv. Agcy.**—Pacific National Advertising Agency, Portland, Ore. George Griffis, acct. exec.

P & D MFG. CO., INC., 19-02 Steinway st., Long Island City 5, N. Y. Ignition replacement parts, coils, voltage regulators, and distributors. Peter Piffath, chmn. of bd.; Ralph Piffath, pres.; Gerald Piffath, vice-pres.; Berthold Danziger, secy.-treas.; C. S. Rogers, exec. vice-pres. **Adv. Agcy.**—LaPorte and Austin, New York, N. Y.

P & G MANUFACTURING CO., 305 N. E. Russell st., Portland 12, Ore. P & G valve-gappers for gas and diesel engines; P & G Cam-Chek-instrument for quick positive measurement of cam lift or wear; P & G Bloc-Chek-combustion leak tester; P & G "No-Key" portable ignition switch. John K. Paulson, pres.; H. Gordon Green, vice-pres., pub. rel. mgr.; Paul O'Connor, secy.; Stanley Miller, chf. engr.; Bob Goahart, gen. mgr.; Leo Hickman, sales mgr.; Virgil Burghard, traf. mgr.; Lyle Peters, adv. mgr.; Raymond C. Paulson, pur. agt. **Det. Rep.**—C. J. Warner, 1479 Stanley blvd., Birmingham, Mich. **Adv. Agcy.**—Richard Montgomery, & Associates.

P. O. B. MFG. CO., INC., 3215 Colerain ave., Cincinnati 25, O. Sealing compound, rubber cements. Joseph A. Gutting, vice-pres. and gen. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn 7, Mich.

PAASCHE AIRBRUSH CO., (Div. of Cline Electric Mfg. Co.), 1909 West Diversey pkwy., Chicago 14, Ill. Spray guns, booths, spray painting equipment, air-compressors, airpainting units, automatic lubricating systems. P. Benke, vice-pres., gen. mgr., secy.; D. Ahrens, sales mgr.; W. A. Sharman, contr.; J. Welch, adv. mgr.; R. Reed, chief engr.; K. Lape, pur. agt. **Det. Rep.**—J. Ebert, 18450 Livernois ave., Detroit 21, Mich.

PACE CORP., 5607 Hwy. 61 So., Memphis, Tenn. Metal stampings, welding and assembly, automatic screw products. L. C. Pace, pres., sales mgr.; D. O. Corey, vice-pres.; Paul Mount, pur. agt.

PACIFIC FINANCE CORP., 621 S. Hope st., Los Angeles 17, Calif. Automobile, mobile home, boat, furniture, other durables financing, travel credit, consumer loans, multiple insurance lines. Maxwell C. King, pres.; George A. Bigley, exec. vice-pres.; Basil C. Reynolds, vice-pres.-secy.; M. L. Goeglein, vice-pres., operations.

PACIFIC LUBRICANTS CO., 5807 E. Beverly blvd., Los Angeles, Calif. Industrial and automotive molybdenum oils and greases. Ernest J. Newhouse, pres.; Bobbie O'Boyle, secy.; John Beach, gen. mgr.; John Merlino, pur. agt.; Walter Wall, works mgr. **Adv. Agcy.**—Vanderboom, Hunt and McNaughton, Inc., Los Angeles.

PACIFIC MILLS AUTO FABRICS, Div. of Pacific Mills Domestics Corp., 1430 Broadway, New York 18, N. Y. Fred Lighte, vice-pres.; Lee F. Coy, mgr. **Det. Rep.** — Nelson A. Butler, 1701 Fisher bldg., c/o Mezey Agency, Detroit 2, Mich.

PACKARD ELECTRIC DIV., General Motors Corp., Warren, O. C. C. Rigsby, gen. mgr.; C. P. Christman, fact. mgr.; L. C. Wolcott, dir. sales and engrg.; C. B. Hamilton, mgr. equip. cable sales; O. L. Hamilton, merch. mgr.; R. W. Henry, Chicago dist. mgr. (equipment); L. H. Huber, western dist. mgr. (equipment). L. E. Pogue, chief engr.-cable prod.; D. E. Tritten, procurement mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. Craig Miller, acct. exec.

PALM FECHTELER & CO., 85 Maple st. Weehawken, N. J. Decalicomania. Alphonse Bihr, chmn. of bd.; Edwin G. Mettler, pres. and works mgr.; Wm. G. F. Botzow, vice-pres. and secy.; Angelo Perangelo, treas. **Det. Rep.** — Matthew Batus, 21 East Van Buren st., Chicago 5, Ill.

PALMER-BEE CO., Exec. offices: Opdyke rd. and G.T.R.R., Bloomfield Hills, Mich. Manufacturing facilities: Marysville, Mich. Conveyor systems and allied equipment, Beehive automated storage systems, power transmitting machinery, structural and plate fabrication. George A. Bee, pres., gen. mgr.; George R. Kew, exec. vice-pres.; William C. Bee, vice-pres., sales; D. N. Sweeny, secy.; A. J. Leckie, asst. secy.; E. C. Temple, asst. treas.; Carl Kocis, comptr.; Dean V. Brown, vice-pres., mfg.; Louis Werner, chf. conveyor engr.; T. Raeside, chf. steel mill engr.; H. J. McIntyre, dir. of pur.; L. E. Gannon, adv. mgr.

PALNUT CO., 47A Glen rd., Mountainside, N. J. Lock nuts, fasteners. J. R. Hotchkin, pres.; E. L. Johnson, sales mgr. and adv. mgr. **Det. Rep.**—Wm. R. Donaldson, 730 W. Eight Mile rd., Detroit.

PANTASOTE CO., 26 Jefferson st., Passaic, N. J. Coated fabrics, unsupported vinyl film, plastic wall covering material. Hans Wyman, pres.; Messrs. C. A. Wyman, H. W. Wyman, John D. Foley, S. D. Maloney, H. A. Russell, vice-presidents; J. Scholer, secy.-treas.; Ted Barks, works mgr.; S. D. Maloney, sales mgr.; R. A. Johnson, chief engr.; E. D. Randall and J. F. Cutschalk, pur. agt.

PARAMOUNT FABRICATING CO., 13595 Helen ave., Detroit 12. Body hardware, hinges. John C. Griffin, pres. and gen. mgr.; Clare A. Jakeway, secy.-treas.; Merle A. Knight, prod. mgr.; Howard M. Davidson, sales mgr.

PARISH PRESSED STEEL DIV. of Dana Corp., Reading, Pa. Passenger car and truck frames, truck side rails, farm machinery, railroad car, heavy welded and machined assemblies, metal parts for missile programs. H. B. Bartlett, gen. mgr.; O. G. Carner, asst. secy.; S. L. Whitehall, sales mgr.; M. L. Fox, chf. engr.; E. R. Kohl, dir. of pur. **Adv. Agcy.**—The Allman Co., Detroit, Mich.

PARK CHEMICAL CO., 8074 Military ave., Detroit 4, Mich. Automotive chemicals and polishing products. W. P. Woodside jr., pres.; H. D. Kitchen, exec. vice-pres., secy.; P. H. Kramer, vice-pres. res. and mfg.; C. R. Foreman, vice-pres. sales; R. E. Conlon, sales mgr. auto chemicals div. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich. Marvin Hahn, acct. exec.

PARKER-HANNIFIN CORP., 17325 Euclid ave., Cleveland 12, O. Tube fittings, hose and hose fittings (Parker Fittings & Hose div.); mobile hydraulic control valves, hydraulic accumulators, etc. (Parker Hydraulics div.); synthetic rubber o-rings, gask-o-seals, stat-o-seals, etc. (Parker Seal Co. a div., 10567 Jefferson blvd., Culver City, Calif.); air and hydraulic cylinders, air presses, hydraulic presses, hydraulic riveters, air control valves, filters, regulators, lubricators, etc. (Hannifin Co., a div., 501 S. Wolf rd., Des Plaines, Ill.). S. B. Taylor, pres.; R. W. Cornell, R. H. Davies, D. W. Holmes, E. G. Peterson, vice-presidents; F. E. Buescher, secy.; H. C. Cogan, treas.; E. H. Crichley, compt. **Det. Reps.**—Jim C. DuBois, (fittings, hose, accumulators), 2771 Derby rd., Birmingham, Mich.; A. N. Airman (o-rings, seals), 565 Westbourne dr., Birmingham, Mich.; Clark Langworthy (Hannifin Co.), 10737 W. McNichols rd., Detroit 21; R. Gurden Miller (mobile hydraulic specialist), 240 S. Franklin st., Chagrin Falls, O. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. D. A. Campbell, acct. exec.

PARKER PRODUCTS, INC., 1415 Washington ave., S. Minneapolis 4, Minn. Directional signals, bug screens, etc. Rudy Luther, pres.; K. C. Glaser, vice-pres. and secy.-treas. Don Olson, vice-pres. and gen. mgr. dir. of sales; Larry Paquay, chief engr.; Stanley A. Nelson, works mgr. 110 Washington st., New York, N. Y.

PARKER RUST PROOF CO., 2174 E. Milwaukee ave., Detroit 11, Mich. Metal finishing and cold forming processes. R. W. Englehart, pres.; G. E. Luke, vice-pres.; M. B. Roosa, exec. vice-pres.; J. F. Rankin, treas.; M. V. Wallace, secy.; W. W. Seeley, compt.; N. A. Baker, chief engr.; E. B. Thompson, gen. sales mgr.; E. W. Richards, tech. dir.; R. I. Peterson, serv. mgr.; J. W. Helms, adv. and pub. rel. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich. L. Crooks, acct. exec.

PARKER WOLVERINE DIV., The Udylite Corp., 2531 Scotten ave., Detroit 9, Mich. Bonderizing, priming, finish enameling, lacquering, graining and assembling. Willis Bartski, gen. mgr.

PARKWAY AUTO SEAT COVER CO., INC., 2015 Revere Beach pky., Everett, Mass. Auto seat covers. Mitchell Weiner, pres.; Abraham Steinhart, treas.; Julius Hodges, works mgr.

PATTERSON, WM. N., P. O. Box 117, Detroit 2, Mich. Vibro-pneumatic Industrial Cleaner. Wm. N. Patterson, owner.

PAUL-MARSH CO., 520 W. Fort st., Detroit 26, Mich. Automatic Transmission Service Training Manuals. Marshall Chambers, pres.; D. C. Sanders, sales mgr.

PEER, INC., 1200-48 Milton st., Benton Harbor, Mich. Battery chargers and resistance welding equipment. Alton B. Parrott, pres.; A. B. White, chief engr. **Adv. Agcy.**—Maynard Sales and Advertising, Benton Harbor, Mich.

PEERLESS NOVELTY CO., 105 Fulton, Grand Haven, Mich. Sun visor hardware, ash receptacle, miscellaneous stampings, finished and unfinished. Warren H. Stansberry jr., pres. and gen. mgr.; Arthur C. Kleft, vice-pres.; George W. Pardee, sales mgr.

PENFIELD PETROLEUM PRODUCTS, INC., 136-30 38th ave., Flushing 54, N. Y. Motor oils, greases, automotive chemicals, Kleen-flo motor cleaner and fast flush, Kleen-flo for hydraulic valve lifters, automatic transmission sealer, and fluids. Dave Salzberg, pres.; Monroe Greenberg, secy.-treas.

PENN FIBRE & SPECIALTY CO., INC., 2030 E. Westmoreland st., Philadelphia 34, Pa. Vulcanized fibre and laminated phenolic sheets, rods and tubes; washers for carburetors and electrical insulation, vulcanized fibre body working tools. C. Cooper Davis, pres., gen. mgr.; William K. Davis, vice-pres., sales, adv. and pub. rel. mgr.; William H. Frey, secy.-treas., pur. agt. and works mgr.; John Doroffee, chief engr.; Elwood Ollis, traf. mgr.

PENNSALT CHEMICALS CORP., Three Penn Center, Philadelphia 2, Pa. Metal cleaners, drawing lubricants, phosphatizers, Foscoat and Fosbond process. Wm. P. Drake, pres.; Lee H. Clark, vice-pres.; A. H. Clem, gen. mgr. chem. specialties div.; Hugh Land, gen. mgr. ind. chem. div.; Robert T. Mills, adv. mgr. and press contact; A. E. Miller, pur. agt.; J. G. Robison, traf. mgr. **Det. Rep.**—E. O. Warren, Box 209, Wyandotte, Mich. **Adv. Agcy.**—The Aitkin-Kynett Co., Inc., 1400 S. Penn Square, Philadelphia 2, Pa. George Barnard, acct. exec.

PENNSYLVANIA GRADE CRUDE OIL ASSOC., P. O. Box 96, Oil City, Pa. Research, advertising and licensing agency for producers, refiners and marketers Pennsylvania crude oil and its products. J. P. Jones, 52 Boylston st., Bradford, Pa., pres. and exec. mgr.; G. J. Hanks, Box 78, Oil City, Pa., A. C. Simmons, Bradford, Pa., vice-presidents; F. B. Dow, 930 Munsey bldg., Washington, D. C., vice-pres., gen. counsel; Samuel Messer, Quaker State Oil Ref. Corp., Oil City, Pa., treas. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. A. B. Meldrum, acct. exec.

PENNSYLVANIA REFINING CO., Butler, Pa. Paul R. Beck, pres., treas.; Meredith Hindman, sales vice-pres.; John A. Beck jr., mfg. vice-pres.; Dale T. Glenn, vice-pres. of Cleveland branch; Meredith H. Hindman, secy.; George A. Beck, pur. agt.; C. M. Deets, traf. mgr. **Adv. Agcy.**—Downing Industrial Adv., Inc.

PENNSYLVANIA REFINING CO. (Gumout Div.), 2686 Lisbon rd., Cleveland 4, O. Carburetor cleaner, motor oils, greases, gear lubricants, anti-freeze. Paul R. Beck; pres.; Dale T. Glenn, vice-pres.; Carl E. Bailey, plant supt.; J. H. Hughey, mktg. mgr.; Robert W. Lackner, sales mgr.; Grafton Fenker, dir. of research; John H. McClung, pur. agt.; Carl A. Weinsz, traf. mgr. **Det. Rep.**—C. W. Roy and E. A. O'Connor, 2970 W. Grand blvd. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa. H. B. Montgomery, acct. exec.

PENNSYLVANIA TIRE CO., Mansfield, O. Tires, tubes, batteries, Schrader goods, tread rubber and repair materials. E. V. Duffy, vice-pres.; H. B. Carpenter, vice-pres., mgr., govt. and mfrs. sales; D. E. Kirkpatrick, adv. sales prom. mgr.; B. L. Smith, asst. sales mgr.; N. W. Graham, mgr. stock regulation and prod. control; W. M. Hardy, mgr. export div. **Adv. Agcy.**—Penn and Hamaker, Inc., Bedford, O. Ed Penn, acct. exec.

PENNZOIL DIV., South Penn Oil Co., Seneca st., Oil City, Pa. Motor oil, gasoline and lubricants. J. E. Selden, pres.; W. S. Zehrung sr., vice-pres.; A. W. Clinger, vice-pres. and mgr. wholesale sales; J. E. Osman, adv. mgr.; D. G. Proudfoot, vice-pres. lub. sales; A. V. Hoffman, vice-pres. ref.; J. G. Miller, vice-pres., gasoline sales; C. H. Thumm, export mgr.; R. M. Henry, pur. agt. **Adv. Agcy.**—Fuller, Smith and Ross, Inc., 1501 Euclid ave., Cleveland, O. E. J. Martin, acct. exec.

PERFECT CIRCLE CORP., 522 S. Washington, Hagerstown, Ind. Piston rings and expanders, Plastigage, bearing adjusters, piston Nurlizers, Manulathes, cylinder sleeve castings, valve seals. Don H. Teetor, chmn. of bd.; Wm. B. Prosser, pres.; Rufus Austin, sales mgr. (Mfrs.' Div.); J. W. Kern, sales mgr. (Replacement Div.); Herman Teetor, vice-pres., dir. adv.; John Senn, adv. mgr.; W. B. Hartley, gen. pur. agt.; Leland Davis, traf. mgr. **Detroit Sales Offices:** Walter Johnson, mgr.; Robert Swearingen, Robert Gleason, George Frandsen, 1025 East Maple ave., Suite 111, Birmingham, Mich. **Chicago Sales Office:** Joe Reed, mgr.; Len Ganderton, Leo Hunter, 522 Church st., Evanston, Ill. Export Dept., W. J. Platka jr., mgr., 2833 S. Calhoun st., Ft. Wayne, Ind. **Adv. Agcy.**—Henri, Hurst and McDonald, Inc., Chicago, Ill.

PERFECT EQUIPMENT CORP., 804 W. Morgan st., Kokomo, Ind. Wheel balance weights for cars and trucks. Hilda S. Buck, pres.; Mabel L. Smissen, vice-pres.; Wm. P. Smissen, secy.-treas.; gen. mgr.; Huber Waggaman, asst. gen. mgr.; E. W. Roll, sales mgr.; Leonard A. Gibson Plant supt. **Det. Rep.**—W. A. Bottle, 14343 Forrer ave. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill. Paul Limerick, acct exec.

PERFECTION AUTOMOTIVE PRODUCTS CORP., 925-33 W. Elizabeth, Detroit 1, Mich. Speedometer cables and assemblies, spotlights, tachometer cables, foglights, driving lights, muffler clamps and tail pipe brackets, hood and body accessories, brake hand tools, truck mirrors, springs, helper and shock, fender skirts. S. Jos. Wallach, pres.; M. K. Wallach, treas.; C. J. Ash, secy.; Jerome M. Ash, sales mgr.; Harry Osterhaudt, pur. agt.; A. Spader, traf. mgr. **Det. Rep.**—Jerome M. Ash, 925 W. Elizabeth.

PERFECTION GEAR CO., 152nd and Vincennes, Harvey, Ill. Timing chains; timing, sprocket, transmission, differential gears; automatic transmission parts; clutch plates and parts, universal and PTO joints. D. H. Daskal, pres.; S. R. Wolff, vice-pres., treas.; G. H. Daskal, vice-pres. and secy.; Saul Belman, sales mgr.; S. E. Ellison, pur. agt. **Det. Rep.**—Leo Styles, 2340 Book Tower. **Adv. Agcy.** — The Aitkin-Kynett Co., Inc., 333 N. Michigan ave., Chicago, Ill.

PERFECTION STEEL BODY CO., South East st., Galion, O. Hydraulic hoists, power takeoffs, dump bodies, platform stake bodies, hydro-power end gates, hydraulic pumps. Ralph Cobey, pres.; Herbert T. Cobey, vice-pres.; Geo. Hill, works mgr.; Martin Kruger, sales mgr.; George Hill, chf. engr.; Ed Bomholt, pur. agt.; M. C. Weber, traf. mgr.; T. Mahoney, per.; L. H. Cleland, truck mfg. and govt. sales; R. N. Rick, adv. mgr.

PERFEX CORP., 500 W. Oklahoma, Milwaukee 7, Wis. Industrial cooling radiators, heat transfer products, coils for refrigeration and air conditioning perfex-changer—shell and tube heat exchangers, hydra-pak oil coolers. I. G. Bohrman, pres. treas.; V. R. Tate, exec. vice-pres., secy.; Fred Andersen, asst. secy., asst. treas.; E. H. Panthofer, vice-pres.; H. R. Wilson, sales mgr.; John Stenger, pur. agt.

PERMACEL, U. S. Highway No. 1, New Brunswick, N. J. (Div. of Johnson & Johnson). PERMACEL industrial tapes, cellophane tape, adhesives, BONDEX. G. C. Riegger, pres.; R. W. Clayton, contr.; G. A. Fitzgerald, vice-pres. of sales; J. DeNoia, sales mgr.; F. W. Bartle, adv. mgr.; J. S. Bably, pur. agt. **Adv. Agcy.**—The Aitkin-Kynett Co., 1400 South Penn Square, Philadelphia 2, Pa. Martin E. Goldman, partner.

PERMAFUSE CORP., 675 Main st., Westbury, N. Y. Bonding adhesives and equipment; Bonding tape and fluid, ovens, clamping devices and test equipment. S. G. Tilden, pres., treas.; S. G. Tilden jr., gen. mgr.; Frederic C. Fegley, sales mgr.; K. J. Wyman, pur. agt.

PERMATEX CO., INC., 300 Broadway, Huntington Sta., L. I., N. Y. Automotive chemical items. C. A. Benoit, jr., pres.; William A. Sneed, gen. sales mgr.; H. C. Fuchs, secy.; E. G. Heeren, treas.; N. S. Clifton, works mgr.; K. Carpenter, pur. agt.; A. Eibert, traf. mgr. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y.

PERMOLD CO., P. O. Box 70, Medina, O. Aluminum permanent mold castings and sand castings. E. G. Fahiman, chmn. of bd. and treas.; J. E. Fahiman, pres. and gen. mgr.; L. E. DeGroat, vice-pres., sales and adv. mgr.; H. R. Doswell, secy.; P. A. Lynch, pur. agt., traf. mgr. **Det. Rep.**—W. J. Couzynse c/o Permold Co., Medina, O. **Adv. Agcy.**—Lee Donnelley Co., Cleveland, O.

PERMUTIT CO., Div. of Pfaudler Permutit, Inc., 50 West 44th. st., New York 36, N. Y. Exhaust gas analyzer, water conditioning equipment and all types of ion exchangers. G. N. Proctor, gen. mgr.; D. J. Saunders and H. L. Beohner, vice-presidents; R. Vanderstine, asst. gen. mgr.; A. Bagle, treas. **Adv. Agcy.** — Rumrill Co., Rochester, N. Y. Bruce Jones, acct. exec.

PERRINE BATTERY CORP., 55 Rumford ave., Waltham 54, Mass. Storage batteries. W. F. Price sr., pres.; Saul Dershwin, exec. vice-pres., treas.; M. A. Goldsmith, vice-pres., gen. mgr.; M. M. Yanow, vice-pres., sales mgr.; Martin Scafidi, supt.; Chas. E. Riordan, clerk.

PERRY DIVISION of R. M. Hollingshead Corp., Camden 2, N. J. Cooling system filters for diesel and other heavy duty engines. J. A. Vettel, gen. mgr.; J. Sabol, prod. engr. **Adv. Agcy.**—Gray & Rogers, 12 S. 12th st., Philadelphia 7, Pa.

PESCO PRODUCTS DIV., Borg - Warner Corp., 24700 N. Miles rd., Bedford, O. Hydraulic pumps and motors, power packages and valves, electro-hydraulic servo valves, DC electric motors, axial flow fans, electronic cooling packages, high energy fuel pumps, cryogenic fuel pumps, fuel booster pumps. D. R. Spotz, pres.; M. W. Nesbitt, vice-pres. sales; T. G. Conway, vice-pres. mfg.; R. E. Freese, treas.; R. O. Evans, secy.; R. L. Schroeder, gen. sales mgr.; J. F. Murray, mgr. engr.; R. J. Mahon, serv. mgr.; M. A. Beique, adv. mgr.; H. L. Sanders, mgr. pur. **Adv. Agcy.**—The Jayme Organization, Cleveland 18, O. G. N. Havens, acct. exec.

PETCH MFG. CO., 463 York st., Detroit 2, Mich. Factory and general offices, U. S. 23 South, Alpena, Mich. Air and hydraulic cylinders, boosters, accumulators and tanks, Hupp threadless hydraulic sub-plates. C. L. Petch, pres.; W. W. Hutcherson, sales mgr.; K. A. Doutt, chief engr. **Det. Rep.**—Factory Office, 463 York st., **Adv. Agcy.**—Hyatt Eby, Detroit 1, Mich.

PETELCO, INC., 2640 Roosevelt rd., Broadview, Ill. Service station lighting equipment, sealed beam lamp components, fluorescent "T" lights, floodlights. C. L. Steber, pres.; Urb L. Doyle, vice-pres. and sales mgr.; Edward A. Joyner, adv. mgr.; D. Vesely, chief engr.; C. J. Janisch, pur. agt. **Det. Rep.**—H. L. Linder Elec. Sales, 2911 Joy rd., Detroit, Mich. **Adv. Agcy.** — Kirkgasser-Drew, Chicago, Ill. Roger Kirkgasser, acct. exec.

PETERS & RUSSELL, INC., 501 W. Liberty, Springfield 99, O. Automotive tire pumps, hand and foot operated; bilge and oil change pumps, exhaust deflectors extensions, and car top luggage carriers. L. E. Russell, pres., treas.; H. M. McIntire, asst. to pres., sales mgr., adv.; R. M. Holschue, asst. treas.

PETERSEN MFG. CO., INC., Dewitt, Neb. Wrenches, welding clamps, sheet metal tools, quick - acting C - clamps. William Petersen, pres.; Chris Petersen, vice-pres., chief engr.; Harriet Fort, secy., treas.; Ralph Petersen, gen. mgr., pur. agt.; Alfred Harms, sales mgr.; Richard Petersen, sales prom. mgr. **Adv. Agcy.**—The Biddle Co., Des Moines, Ia.

PETERSON MACHINE TOOL, INC., 6200 Merriam dr., Merriam, Kans. Sonoflux magnetic particle inspection equipment, portable and stationary booths machinery. Surface grinders, welding flux, P-B screw-in valve seats. D. R. Peterson, pres.; P. J. Parker, vice-pres., and sales. **Det. Rep.**—Tom Coughtrie, 5637 Summit st., Sylvania, O. **Adv. Agcy.**—Martin Fromm & Associates, 6314 Brookside Plaza, Kansas City, Mo.

PETROLEUM CHEMICALS CO., P. O. Box 856 Danville, Ill. Brake fluids, anti-freezes, automatic transmission fluids, waterless hand cleaners, motor oils and greases. J. H. Garvey, gen. mgr.; T. R. Kinnucan, sales mgr.; Roy Pearson, inside sales. **Det. Rep.**—L. Roy Johnson & Son, 1936 Harry st., Saginaw, Mich. **Adv. Agcy.**—Root & Pace, Danville, Ill. James V. Root, acct. exec.

PETROLEUM SOLVENTS CORP., 9 E. 45th st., New York 17, N. Y. Siloo, Loosite, Petisol. Raymond N. Greif, pres., sales mgr.; Joseph Staff, vice-pres.; Pat Paolise, prod. mgr. **Adv. Agcy.**—Murray Furman Advertising Agency.

PHEOLL MFG. CO., 5700 W. Roosevelt rd., Chicago 50, Ill. Machine, tapping, thread cutting, sems, metallic drive, cap and set screws; bolts and nuts. Mason Phelps, pres.; R. Golback, asst. to pres.; N. J. Sell, secy.; R. G. Bartolme, treas. **Det. Rep.**—Ray Thomas, 10715 Puritan ave., Detroit 38, Mich. **Adv. Agcy.**—Wentzel, Wainwright, Poister & Poore, Inc., 251 E. Grand ave., Chicago 11, Ill.

PHILCO CORP., C and Tioga sts. Philadelphia 34, Pa. Auto radios. James M. Skinner jr., pres.; Lionel Searle, vice-pres., gen. mgr. auto div.; Charles F. Steinruck jr., secy.; William R. Wilson, treas.; F. D. Whitten, serv. mgr.; W. H. Oelkers, vice-pres., pur.; Robert M. Jones, pub. rel. dir. **Det. Rep.**—Martin F. Shea, vice-pres., auto. div., Philco Corp., 263 Livernois ave., Ferndale 20, Mich.

PHILLIPS MFG. CO., 3475 W. Touhy ave., Chicago 45, Ill. Vapor degreaser, metal cleaning machinery, solvents for degreasing. Ephraim Werner, pres.; L. R. Anderson, vice-pres.; John M. Bash, vice-pres.; **Adv. Agcy.**—Armstrong Adv., Chicago, Ill.

PICK MFG. CO., 133 Oak st., West Bend, Wis. Brake shoes, emergency brake bands. Alan E. Pick, pres.; Robert B. Pick, exec. vice-pres.; W. J. Dooley, vice-pres., sales.

PIERCE GOVERNOR CO., INC., 1625 Ohio ave., Anderson, Ind. Engine and mechanical governors, torque converter governors, automatic chokes, fuel regulators, hydraulic valves, controllers, regulators. Leland E. Boren, pres.; Allen P. Reinhardt, asst. to pres.; James Hale, secy., treas.; Charles A. Scharnowske, mfg. mgr.; LeRoy Bradnick, chief engr.; M. Clare Boren, sales mgr.

PIGEON MANUFACTURING, Pigeon, Mich. Sheet metal fabrication. E. G. Wettlaufer, pres.; A. L. Corsini, vice-pres.

PILOT MFG. CO., South pl., Battle Creek, Mich. Automobile tow-bars. M. Hayman, pres., gen. mgr., sales, adv. mgr., pur. agt.; B. Russell, vice-pres., secy.-treas.; P. Hicks, fcty. prod. mgr.

PIONEER PRODUCTS, Div. of Witco Chemical Co., 75 E. Wacker dr., Chicago 1, Ill. Witcote No. 4 undercoating, Pioneer undercoating, vibration dampeners, protective coatings. M. Minnig, pres.; J. J.

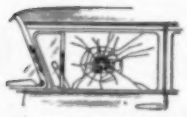
(Continued)

Laminated Safety Glass (LSG)

Some "selling" answers to questions your salemen may be asked about

What's the difference between LSG and other automotive glass?
LSG is literally a plastic-glass "sandwich"—two pieces of glass bonded together with a completely transparent tough sheet of plastic. This sandwich construction is easy to point out. Along any exposed edge of LSG, you will see a "line" running along the center of the edge. That "line" is the plastic interlayer. (No "line," no LSG)

Is LSG a new feature?
No, it has been the required windshield glazing on all American-made cars and trucks for many years. It's the only type of safety glass that has a plastic safety layer bonded between two pieces of glass. Many cars, but not all, have LSG in their side-windows as well.



What makes LSG shatter-resistant?
Some sharp object striking an LSG window or windshield might crack the glass but the pieces will adhere to the plastic interlayer instead of showering over the car's occupants.

What's this about LSG being an emergency exit?
An accident could damage doors and windows and make them inoperative. In a case like that, you could crack an LSG window with any handy object—even your elbow or foot. Once cracked, the LSG window is no longer a rigid piece of glass. It will bulge out and a strong push can shove it right out of the frame.

Monsanto®

Monsanto does not make LSG, but supplies the plastic interlayer used in its manufacture. Monsanto Chemical Company, Plastics Division, Springfield 2, Mass.

Who's Who in the Auto Industry

(Continued)

Tumpeer, gen. sales mgr.; J. A. Raggio, eastern sales mgr.; C. Bobbe, midwest sales mgr.; W. C. Walker, adv. mgr. **Adv. Agcy.**—Hazard Adv. Co., New York. Wm. Mordwin, acct. exec.

PIONEER SPECIALTY CO., 6537 Russell, Detroit 11, Mich. Manual—vacuum and electrically operated antennae, automotive wire assemblies. H. T. Nash, vice-pres., gen. mgr.; E. P. Geyer, works mgr.; J. T. Lynch, sales mgr.; R. S. Paul, chief engr.; D. MacKenzie, pur. agt.; E. Carlson, chief research and development engr.

PIONEERS, INC., 2411 Grove st., Oakland 12, Calif. Battery AD-X2, Jess M. Ritchie, pres.; W. M. Hager, vice-pres.; Valera Ritchie, secy.-treas.; W. M. Hager, pur. agt. **Adv. Agcy.** — George C. McNutt, Oakland, Calif.

PIPE PLUGS, INC., N. Main st., Wellington, O. Pipe and drain plugs, reducer, bushings, steel cast iron, malleable iron, brass, aluminum, magnesium. Samuel B. Katz, pres.; Frank Davenport, vice-pres.

PITTSBURGH COKEE CHEMICALS CO., Grant bldg., Pittsburgh 19, Pa. Automobile underbody coating; cork impregnated underbody coating; trailer topping, mastic roofing for trailers and commercial vehicles; corrosion preventive; weatherproofing, waterproofing vapor - sealing and insulating mastics for masonry, metal and other surfaces; cork mastic insulation for tanks, ducts, auto and truck bodies; protective coating and vapor-sealing for insulation, foam insulation for sound deadening and heat control.

PITTSBURGH PLATE GLASS CO., 1 Gateway Center bldg., Pittsburgh 22, Pa. Safety and safety sheet glass, multiplate bullet-resisting, Herculite tempered and Solex heat-absorbing glass, all types of curved and flat glass, fiber glass. Automotive finishes, paints, varnishes, lacquers, motor driven industrial brushes and sundries. David G. Hill, pres.; Charles R. Fay, vice-pres.; Howard B. Brown, secy.; John C. Fleming, treas.; M. W. Marshall, dir. auto glass sales; Howard Mather, sales mgr. (ind. finishes); W. L. Tomlinson, mgr. (auto glass sales); Charles E. Barby, Detroit sales mgr. (fiber glass); Robert W. Wardrop, mgr., Detroit warehouse, 6045 Hamilton ave.; Michael Batenburg, dir. information services; Ross Fernow, adv. mgr. (glass); T. M. Riley, adv. mgr. (paint); J. C. Plunkett, adv. mgr. (fiber glass); A. D. Nutter, jr., pur. agt.; Richard Boyd, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Pittsburgh, Pa. (glass); Maxon Inc., Detroit (paint); Ketchum, McLeod & Grove, Pittsburgh (fiber glass).

PITTSBURGH STEEL PRODUCTS, Div. Pittsburgh Steel Co., Grant bldg., Pittsburgh 19, Pa. Construction materials. W. O. Stoughton, mgr. of sales; T. L. Griffith, asst. mgr. of sales; **Det. Rep.**—Michael J. Sonk jr., 324 Fisher bldg. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh, Pa. W. G. Smock, acct. exec.

PITTSBURGH TUBE CO., 212 Wood st., Pittsburgh 22, Pa. Buttweld mechanical tubing for automotive and related parts. Jonathon W. Freeman, chmn. of bd.; William K. Hahn jr., pres.; Harold K. Brooks sr., vice-pres., secy.; R. W. B. Hannan, vice-pres., sales; H. M. Peely jr., vice-pres., operations; William C. Kyle, treas.; Herbert W. Martin, asst. treas.; P. V. Moyer, asst. secy.; E. Rodney Hornbake, sales mgr.; H. E. Holby, pur. agt. **Det. Rep.**—Service Steel Co., 1435 Franklin st., Detroit 7, Mich. **Eastern Rep.**—John F. Byers & Co., 1535 65th ave., Philadelphia 26, Pa.

PLASTICON, INC., 9721 Klingerman st., El Monte, Calif. Reinforced plastic auto tops and aircraft tooling and parts. Walter Podolak, pres. and treas.; C. W. Podolak, secy.; James L. Wood, company attorney; Kenneth D. Warford, chf. engr., (aircraft); Clyde Fox, gen. mgr., commercial div.; Rigoberto Viscarra, prod. supr., (aircraft).

PLASTIKON DISPLAYS, 45 N. Division st., Buffalo 3, N. Y. Self-adhering plastic window sign kits for windshields, showroom windows. Plastic signs, posters, cloth banners, pennants, scotchlite, dealer name plates. E. S. Strom, pres.; E. B. Strom, secy.-treas. **Adv. Agcy.**—Baldwin Bowers & Strachan, Inc., Buffalo 2, N. Y.

PLASTI-KOTE, INC., 9801 Harvard ave., Cleveland 5, O. Aerosol pressure paints and lacquers. Herbert D. Fine, pres.; Elias Shapiro, vice-pres., sales mgr.; P. D. Schulman, secy.-treas. **Det. Rep.** — R. Johnson & Co., 20515 Grand River, Detroit 19, Mich. **Adv. Agcy.** — Gerst, Sylvester & Walsh, Inc., Cleveland, O.

PLYMOUTH DIV., CHRYSLER CORP., 6334 Lynch rd., Detroit 31, Mich. Passenger cars. H. E. Chesebrough, vice-pres. Chrysler Corp. and div. gen. mgr.; J. C. Guenther, exec. asst. to gen. mgr.; M. N. Schaff, admn. asst.; C. W. Craig, mgr. pub. rel.; K. Porter, dir. dir. rel.; J. W. Minor, asst. gen. mgr.; W. H. Wilson, ntl. sls. consultant; K. G. Pound, admn. asst.; W. H. Goodson, mgr. sls. planning and analysis; L. T. Hogopian, dir. adv. and sls. prom.; W. A. Hammond, adv. mgr.; W. O. Hill, spec. events mgr.; G. J. Cutler, dir. svs.; M. J. Farrell, mgr. home office operations; R. E. Johnson, mgr. field operations; E. G. Bliss, comptr.; H. R. Sparrer, mgr. price and product cost analysis; W. B. Revenaugh, mgr. profit analysis and acctg.; J. E. Charipar, cf. engr. and dir. product; A. W. Steckling, mgr. engng.; C. M. Scales, mgr. product planning analysis; F. Fraser, jr., mgr. vol. planning.

POLK & CO., R. L., 431 Howard st., Detroit 31, Mich. Direct mail, city directories, motor statistical and consumers research. Ralph L. Polk, pres.; W. J. Gardner, exec. vice-pres.; Alvin Kropf, secy.-treas.; W. H. Beatty, vice-pres., gen. mgr., direct mail div.; C. N. Fry, vice-pres., direct mail sales mgr., Detroit and national accts.; H. H. Blohm, vice-pres., motor statistical div.; C. R. Maxey, vice-pres., mgr., direct mail branch offices; H. R. Schramm, pur. agt.

POLLAK, JOSEPH, CORP., Subsidiary Aetna Motor Products Co., 79-85 Freeport st., Boston 22 (Dor. Dist.) Mass. Automotive switches, electrical controls. William L. Pollak, pres., gen. mgr., asst. treas.; Joseph Pollak, chmn. bd. of dirs., treas.; vice-presidents: Martin B. Brandt, asst. mfgrs. sales mgr.; Henry L. Brandt, mfgrs. sales mgr.; George M. Hemmer, jobbers' sales mgr.; David I. Shaw, adv., pub. rel. mgr.; John Blaisdell, chf. engr.; William Brown, prod. control; Mrs. Edith Shaw, secy. **Det. Rep.**—Johnston Associates, 18933 James Couzens hwy. Joseph F. Connolly, James J. Burns, purch.

PONTIAC MOTOR DIV., 196 Oakland ave., Pontiac 11, Mich. Passenger cars. S. E. Knudsen, gen. mgr. and General Motors vice-pres.; Hilda M. Brand, secy.; R. W. Emerick, dir. pub. rel.; R. L. Norris, compt.; B. E. Starr, gen. mfg. mgr.; R. J. Longpre, prod. mgr.; F. V. Bridge, gen. sales mgr.; E. R. Pettengill, R. E. Thompson, asst. gen. sales mgrs.; S. J. Chapman, fleet sales mgr.; G. S. Beem, dir. distribution; L. W. Walker, M. R. Spears, assts. to gen. sales mgr.; W. P. Holzworth, sales prom. mgr.; H. J. Hales, serv. mgr.; A. L. Drury, parts and acces. mgr.; B. A. Kissam, adv. mgr.; E. M. Estes, chief engr.; J. P. Charles, M. J. Garlick, asst. chief engrs.; M. F. Rummel, dir. pur.; H. C. Jackson, asst. dir. pur.; J. B. Meidlein, traf. mgr.; G. M. Watson, personnel dir.; J. F. Blamy, chief insp. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich. James Graham, acct. exec.

PORTABLE ELECTRIC TOOLS, INC., 320 W. 83rd st., Chicago 20, Ill. Drills, grinders, saws, disc, oscillating sanders, paint brush and roller cleaner, drill kits, jig saws, impact wrench. John L. Baker, pres.; George W. Weatherby, vice-pres. chge. of sales; Richard E. Bigelow, vice-pres., secy.; E. P. Wilmsen, treas., vice-pres.; Mel Hult, contr.; Evan W. Wilber, plant mgr. vice-pres.; Walter B. Davis, vice-pres.; Ryder Amthor, vice-pres., engr.; Loring Cox, dir. electrical engr.; Jerry Dobslaw, dir. mech. engr.; Wally Sundberg, asst. works mgr.; Fran Wayne, vice-pres., Canadian plant; Larry Canale, gen. mgr. export dept.; Howard Arnold, sales prom. mgr. **Adv. Agcy.**—Gordon and Hempstead, Inc., 810 North Michigan ave., Chicago, Ill. John Mahoney, acct. exec.

PORTE MFG. CO., INC., factory and office, 3179 Atlantic ave., Brooklyn 8, N.Y. Brake fluid, knee-action and shock absorber fluid, hydraulic jack oil, penetrant, universal joint boots for replacement, needle bearing kits, automatic transmission fluids, hydraulic window fluid, rubber lubricant, gasket cement, black tire paint, windshield cleaner solvent, gasoline anti-freeze. Raphael Porte, pres.; Joseph DeStephano, traf. mgr.

PORTER, INC., H. K. (P-F Automotive div.), 74 Foley st., Somerville 43, Mass. Body and fender repair tools and equipment. J. G. Geddes, pres.; Henry K. Porter, vice-pres.; Harry Webster, vice-pres., sales mgr., trade sales; F. T. Lind, vice-pres., works mgr.; T. M. Porter, vice-pres. and chief engr. **Adv. Agcy.**—Silton Bros.-Callaway, Inc., Boston, Mass. N. W. Collingwood, acct. exec.

PORTER CO., INC., H. K., Thermoid Div., Thermoid Works, 200 Whitehead rd., Trenton 6, N. J. Brake lining, brake blocks, clutch facings, radiator hose, fan belts, hydraulic parts and fluid, plastic hose, belts, V couplings, vinyl tape, windshield wiper tubing. T. M. Evans, chmn.; C. L. Holbert, pres.; A. M. Harrelson, vice-pres., treas.; E. R. Moran, secy.; Warren E. Hill, vice-pres. and gen. mgr.; G. A. Dauphinais, vice-pres., operations; J. R. Alexander, vice-pres., mktg.; B. S. Petersen, adv. mgr.; T. J. Gorman, pur. agt. **Adv. Agcy.**—Aitkin-Kynett Co., Inc., 1400 So. Penn Square, Philadelphia 2, Pa.

PORTER-CABLE MACHINE CO., 700 Marcellus st., Syracuse 1, N. Y. Portable electric saws, routers, shapers, sanders, drills, planes, bench grinders, riding mowers. R. C. Tyo, pres., treas.; E. L. Tabat, vice-pres., mktg.; R. H. Schellschmidt, asst. to vice-pres., mktg.; J. M. Hayes, vice-pres., chge. of mfg.; M. V. Nodar, sales dev. mgr.; J. D. Romanow, adv. mgr.; R. M. Ingraham, sales serv. mgr.; J. J. Diamond, Eastern sales mgr.; J. I. Dean, Western sales mgr. **Det. Rep.**—H. Pfister, 13916 Cherrylawn, Detroit 38, Mich. **Adv. Agcy.**—J. M. Mathes, Inc., New York, N. Y. Roger Peterson, acct. exec.

POSTMA MFG. CO., 691 East 18th st., Paterson 1, N. J. Portable crankshaft hone. Frank Postma, pres., treas.; Nellie B. Postma, vice-pres.; Al J. Dahlhaus, secy.

POWELL MUFFLER CO., INC., 2501 W. 24th st., Chicago, Ill. Mufflers, tailpipes, exhaust pipes. N. H. Sherman, pres.; H. S. Ries, exec. vice-pres.; Herbert S. Ries, vice-pres. chge. of sales; Guy R. Puckett, office mgr.; David C. Silbert, secy.; J. M. Checkers, treas.; Jack Schaefer, asst. sales mgr. **Det. Rep.**—Ed Rogoff, 562 E. Warren, Detroit, Mich.

POWELL PRESSED STEEL CO., Hubbard, O. Material handling equipment, steel stampings, advertising specialties. W. J. Powell, pres., gen. mgr.; H. L. Powell, vice-pres., secy., and pur. agt.; W. G. Scott, treas.; A. G. Knowles, sales mgr.; R. C. Johnson, gen. supt.; J. L. Doyle, pers. dir.; H. D. Kennedy, chief engr.; A. E. Doyle, traf. mgr.

POWER CAR CO., THE, Willow st., Mystic, Conn. Junior stock cars—gasoline and electric driven: Thunderbird Jr., Big M. Junior, Plymouth Fury Jr., Fire Chief, Police Chief, Firebird. Geo. A. Ford, gen. mgr., pur. agt.; J. A. Sinkowski, works mgr.; A. K. Andersen, chief engr. **Det. Rep.**—M. J. Alexander, 17124 St. Paul, Grosse Pointe 30, Mich. **Adv. Agcy.**—John Barteau, Sterling dr., Westport, Conn.

POWER-PAK PRODUCTS, INC., 43 Peart st., Buffalo 2, N. Y. Tire inflator and fire extinguisher (for cars and trucks, homes and industry). A. L. Mikulec, pres., gen. mgr.; Stanley Mikulec, vice-pres., secy.

PRAIRIE SCHOONER, INC., 1503 W. Bristol st., Elkhart, Ind. Maynard W. Wells, pres.; W. M. Fleck, cont.; James E. Houk, adv. mgr.; divisions: Mobile Homes; James Coan, sales mgr.; Kenneth Peffley, pur. agt.; Wells Cargo—Don Reed, gen. mgr.; Tom Hoetger, sales mgr.; Portable Structures—Forrest Hyde, sales mgr.; Sheldon Coe, chief engr.; All-Trailer Parts—Carl Buchanan, gen. mgr.

PRATT MUFFLER DIV., 168 N. Michigan ave., Chicago 1, Ill. Exhaust system parts and automotive mufflers. Arnold H. Maremont, pres., treas.; J. M. Comar, vice-pres.; J. F. Flanagan, sales mgr.; R. Wolfson, adv. mgr.; J. Griffith, traf. mgr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill.

PRATT POSTER CO., THE, 225 N. New Jersey st., Indianapolis 4, Ind. Cloth advertising banners and pennants, Plastic point-of-sale displays, litho and screened outdoor displays & posters. Ryland D. Pratt, jr., pres.; Daniel D. Pratt, vice-pres.; Richard S. Edwards, gen. mgr.; Paul H. Moore, works mgr.; Kenneth Brakensiek, sales mgr. **Adv. Agcy.** — William Rohr Agency, Indianapolis, Ind.

PRECISION ENGINEERS, CO., 701 Heinz ave., Berkeley 10, Calif. Challenger wheel balancer. C. B. Rogers, pres. **Adv. Agcy.**—Milton Schenkofsky, 2054 University ave., Berkeley, Calif.

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Who's Who in the Auto Industry

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WALTHAM, 26 Bedford, Waltham 54, Mass. Hairsprings. Robert I. Bradley, pres., treas.; John Irwin, vice-pres., sales mgr.; Harry C. Van Norden, vice-pres., works mgr.; Ruth E. Bradley, clerk.

PRECISION UNIVERSAL JOINT CORP., 615 S. California ave., Chicago 12, Ill. Universal joints. Lyle G. Ecker, pres., pur. agt.; Murray D. Horwich, vice-pres.; Ben Horwich, secy.-treas.; Eli Levine, sales mgr. **Det. Rep.** — L. A. Currie, 805 N. Pemberton rd., Bloomfield Hills, Mich.

PREMIER INDUSTRIAL CORP., 4415 Euclid ave., Cleveland 3, O. 2424 South Saybrook, Los Angeles 22, Calif.; 2124 Johnson Ferry rd., Atlanta 19, Ga. Manufacturer and distributor of automotive, truck and heavy equipment replacement parts. Jack N. Mandel, chmn. of bd.; Joseph C. Mandel, chmn. of exec. committee; Morton L. Mandel, pres.; Leo Chaplin, Frank Floyd, div. sales mgrs.; Bernard Mahan, sales rel. mgr.; Meritt Myers, dir. of oprns.; Robert Warren, dir. of mktg. serv.; John Koman, contr.; Charles Clitherue, Los Angeles oprns. mgr.; Louis Prescott, Atlanta oprns. mgr.; Francis Kreidler, dir. prod. and facilities; Elton McBroom, chief engr. prod.

PRESS SONS, INC., JACOB, 501 W. 33rd, Chicago 30, Ill. Steel dump bodies, semi dump trailers, plumbing goods, bodies, sliding fifth wheels, R. R. detector cars, utility bodies. Jacob H. Press, jr., pres.; Richard B. Press, vice-pres., pur. agt.; Robert M. Press, secy., treas.; Russell L. Jacobson, adv. mgr.; William V. Zoe, chief engr. **Adv. Agcy.** — Jacobsen & Tonne Advertising, Chicago 30, Ill. Russell L. Jacobson, acct. exec.

PRESSTITE DIV., American-Marietta Co., 39th & Choteau, St. Louis 10, Mo. Sound deadening compounds, sealing compounds, protective coatings, undercoating, caulking materials, windshield and other specialty sealers. Marshall F. Ericson, auto sales mgr.

PRESSURE CASTINGS, INC., 21500 St. Clair ave., Cleveland 19, O. Aluminum and zinc die castings. George H. Ralls, pres.; Jos. W. Brown, works mgr.; William N. Brammer, sales mgr.; Marshall P. Ralls, asst. sales mgr.; Jos. Obermayer, chief engr. **Det. Rep.**—R. E. Zimmermann, 718 Fisher bldg.

PRES-SURE-TITE PRODUCTS, INC., Box 71, Kensington sta, Detroit 24, Mich. Pressure cooling system tester. M. R. Boutin, pres., gen. mgr.; E. P. Kraft, vice-pres. and treas.; W. S. Nussbaum, secy.

PREST-O-LITE BATTERY, Div., Electric Auto-Lite Co., P. O. Box 931, Toledo 1, O. Storage batteries for passenger cars, trucks, tractors, buses, diesel and marine. J. P. Falvey, pres.; W. E. Blank, vice-pres., mktg.; W. C. Roberts, sales mgr. **Adv. Agcy.** — Grant Advertising, Inc., Detroit, Mich. Gordon Miller, acct. exec.

PRETTY PRODUCTS, INC., Rubberware Park, Coshocton, O. Automobile accessories, floor mats, industrial rubber goods and gloves, mechanical joint pipe gaskets. W. D. Timmons, pres.; J. B. Clift, vice-pres., prod.; John J. Gerlach, secy.; John B. Gerlach, treas.; C. E. Gildow, sales mgr.; L. O. Culver, sales mgr. auto div.; J. D. Lacy, sales mgr., glove div.; K. W. Armstrong, chief engr.; E. T. McCullough, pur. agt.; R. P. Glazier, traf. mgr. **Det. Rep.** — M. E. Hewitt, 17346 Roselawn. **Adv. Agcy.** — Merchandising, Inc., Newark, O. Robert Anderson, acct. exec.

PRICE BATTERY CORP., Hamburg, Pa., Atlanta, Ga., Wapakoneta, O. Batteries. W. F. Price, chmn. of bd.; W. F. Price jr., pres.; S. Dershwin, vice-pres. and treas.; T. A. Larkin, vice-pres., secy.; W. A. Pavlo, plant mgr., and chem. engr., gen. mgr.; J. J. Peck jr. sales mgr.; D. S. Shipley, trade sales mgr.; H. C. Von Korff, pur. agt.; Ralph Mengel, traf. mgr.; G. G. Sachetta, pub. rel. mgr. **Adv. Agcy.**—B. W. Stelle, Philadelphia, Pa.

PRIOR PRODUCTS, INC., 4828 Racell st., Dallas, Tex. Prior safety tanks, Loadster helper springs, Ranger farm and industrial wagons; Trailer running gear assemblies. Henry A. Yeats, pres.; M. C. Brown, exec. vice-pres.; Dave C. Mueller, sales mgr.; Sam I. Vaughan, secy.; John W. Moore, treas.; Paul Deaton, plant mgr. **Adv. Agcy.**—E. G. Shumard Advertising, Dallas, Tex.

PRODUCTION DIE & STAMPING CO., INC., 1834 Garfield, Detroit 7, Mich. Small metal stampings and assemblies, stainless steel capped carriage and bumper bolts, tools and dies. M. L. Vrooman, pres. and gen. mgr.

PROTECTOR MFG. CO., 4351 Dar Lane, St. Louis 23, Mo. Auto seat belts, restraining straps for children. Les Casanover, pres. and gen. mgr.; Jan Casanover, vice-pres.; M. Weismantle, secy. and treas.; Walter Thomas, sales mgr. **Adv. Agcy.**—Setco Co., St. Louis, Mo.

PROTO TOOL CO., Div. of Pendleton Tool Industries, Inc., 2209 Santa Fe ave., Los Angeles 54, Calif. Mechanics' hand tools. M. B. Pendleton, pres.; G. E. Jones, contr.; C. W. Coslow, vice-pres.; H. W. Slining, works mgr.; M. S. Bandoli, vice-pres., mktg.; J. N. Womack, adv. mgr.; R. E. Reich, prod. mgr.; J. R. Dysert, pur. agt.; Henry Manker, traf. mgr. **Det. Rep.**—H. E. Kretchmer, 18954 James Couzens, Detroit 21, Mich. **Adv. Agcy.**—Willard G. Gregory & Co., Los Angeles, Calif. L. Eccles, acct. exec.

PRUDEN TOOL CO., INC., 310 W. 68th st., New York, 23. Headless rivets and tools, fender and seat mats, metal cutter, portable riveter, multiple pick hammer, jiffy car maskers, portable sand blasters. Leonard M. Taylor, pres., gen. mgr.; Herbert R. Abeles, vice-pres.; Theodore Sands, asst. sales mgr.; Richard Kennedy, serv. mgr.

PUBLICKER INDUSTRIES, INC., 1429 Walnut st., Philadelphia, Pa. Industrial alcohol, chemicals, solvents, thermo anti-freeze. S. S. Neuman, pres.; W. J. Lehman, vice-pres.; C. P. Blinn, vice-pres.; L. J. Gunson, secy.-treas.; H. A. Bonyun jr., gen. sales mgr.; Sidney Goldstein, plant mgr.; George Berman, pur. agt. **Adv. Agcy.**—Al Paul Lefton Co., Philadelphia, Pa.

PULLMAN VACUUM CLEANER CORP., 25 Buick st., Boston 15, Mass. Automotive vacuum cleaners. Robert Berns, pres.; John L. Daniell sr., vice-pres.; Edgar Green, exec. vice-pres.; Stanley Berns, treas; S. C. Quarantello, nat'l field sales mgr.; Paul Holte, chief engr. **Adv. Agcy.**—Arnold & Co., Boston, Mass.

PURE OIL CO., THE, 35 E. Wacker dr., Chicago 1, Ill. Automotive lubricants and fuels, motor oils, automatic transmission fluid, chassis grease, gear lubricant. R. L. Milligan, pres.; J. P. Langfitt, exec. vice-pres.; L. W. Sweet, vice-pres., mktg.; H. L. Moir, vice-pres., retail mktg.; R. F. Sturgis jr., vice-pres. and treas.; A. C. Hutcheson, vice-pres. and secy.; J. H. Wieland, gen. mdse. mgr.; Hale Talbot, adv. mgr.; J. H. Harmon jr., pur. agt; J. G. Cherry, dir. pub. rel.; G. H. Ewen, press rel. mgr. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill.

PUROLATOR PRODUCTS, INC., 970 New Brunswick ave., Rahway, N. J. Filters, lubricating oil, fuel oil, air, etc. James D. Abeles, pres.; Ralph R. Layte, vice-chmn. of bd.; H. J. Market, exec. vice-pres.; Jules P. Kovacs, vice-pres., research, development; Joseph Van Nest, vice-pres., organization; James B. Lightburn, gen. sales mgr. aft. mkt. div.; Richard Karr, gen. sales mgr., equip. div.; John Puth, adv. mgr.; J. Bury, sales mgr., jobber div.; Herbert W. Thogode, secy.-treas.; J. Chet Dods, sales mgr. (natl. accts.); Fredrick Grunner, dir. of engr.; J. Gaffney, pur. agt. **Det. Rep.** — Theodore Kauffman, 3927 Fourth st., Wayne, Mich. **Chicago Rep.**—Charles Wulff, 4915 N. Walcott ave., Chicago, Ill. **Los Angeles Rep.**—Carl B. Schnippel and J. Leslie Hall, Studio 3, 3723 Wilshire blvd., Los Angeles, Calif. **Adv. Agcy.**—(Consumer): J. Walter Thompson Co., 420 Lexington ave., New York. A. E. Juthompson, James Cochrane, acct. exec. (Industrial): G. M. Basford Co., 60 East 42nd st., New York. Harold Roberts, acct. exec.

PUROLATOR PRODUCTS, INC., Wayne Div., 3927 Fourth st., Wayne, Mich. Micronic dry type air cleaners, oil bath air cleaners, fuel and lube filters, crankcase breathers, oil pump, fuel pump and carburetor strainers, cowl ventilator screens, refrigerator and oil burner strainers, and miscellaneous wire cloth parts and assemblies. E. B. Delaney, gen. mgr.; L. A. Maysilles, oprns. mgr.; W. S. Murdock, comptr.; T. E. Coffman, sls. mgr.; D. J. Cook, chf. engr.; J. M. Grinder, pur. agt.; G. Vunich, prod. mgr. **Adv. Agcy.**—J. Walter Thompson Co., Detroit.

PYROIL CO., INC., 122 Main st., La Crosse, Wis. Pyroil A top lubricant, additive for gas, Pyroil B, additive for oil, oil filter element. M. O. Welby, pres., treas., gen. mgr.; H. W. McCreight, exec. vice-pres. and sales mgr. **Det. Rep.**—M. M. Wendell Co., 8-255 General Motors bldg. **Adv. Agcy.**—Van Hecker, Inc., Chicago, Ill.

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QUAKER STATE OIL REFINING CORP., Quaker State bldg., Oil City, Pa. Motor oil, lubricants, marine engine oils. G. B. Hunter, chmn. of bd.; F. O. Koontz, pres.; L. R. Forker, exec. vice-pres.; C. W. Georgi, vice-pres. in chge. res. and prod. dev.; J. P. Healy, vice-pres. crude oil prod. and pipeline dept.; E. E. Ebner, vice-pres., mfg.; A. D. Eubank, vice-pres., Midwest sales; W. A. Harper, asst. secy.; W. F. Endicott, sales mgr.; G. A. Needle, mgr., sales training; A. S. Blank, adv. mgr.; O. E. O'Connor, mgr. pur.; E. E. Brumberg, traf. mgr. **Det. Rep.**—T. R. Cash, P. O. Box 13, Ann Arbor, Mich. **Adv. Agcy.** — Kenyon & Eckhardt, Inc., New York City. J. W. Keeshan, acct. exec.

QUALITY AWNING CO., 7945 Schaefer rd., Dearborn, Mich. Canvas products, awnings. Sam Fenton, pres.; William Sak secy.; E. Edwards, sales mgr.

QUICK CHARGE DIV., Line Scale Co., 3737 N.W. 37th, Oklahoma City, Okla. Battery chargers, steam cleaners, steam cleaning compound and acces., hot water heaters. M. G. McCool, pres.; Perry Grandstaff, exec. vice-pres.

QUINCY COMPRESSOR CO., Quincy, Ill. Air compressors. Mac Irwin, pres.; Henry Oelkeus, treas.; Loren Gillhouse, sales mgr.; Mel Weber, serv. mgr.; George Pfeifer, chief engr. **Det. Rep.**—Robt. Carr, 18051 James Couzens. **Adv. Agcy.**—L. W. Ramsey, Davenport, Ia. A. M. Walgren, acct. exec.

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RADBILL OIL CO., 3018 Market st., Philadelphia 4, Pa. Motor oil. Dr. Earl Scott, pres.; Lawrence E. Frankel, treas. D. Gerald Scott, sales mgr.; James P. McIlvaine, 3rd mdse. mgr.; Paul G. Pflaumer, adv. mgr.; Owen F. Thompson, sales prom. mgr.; Albert Radbill, pur. agt.; **Adv. Agcy.**—Arndt-Preston-Chapin-Lamb & Keen, Inc., Philadelphia 2, Pa. Edward Walpert, acct. exec.

RADEL LEATHER MFG. CO., 445 Wilson ave., Newark 5, N. J. Genuine upholstery leather, binding leather, mechanical leather and landau top leather. J. C. Kaltenbacher, pres.; Robert G. Weldon, vice-pres.; Richard S. Kaltenbacher, secy.-treas.; Herbert S. Wood, dir. purchg.; Frank W. Suarez, sales mgr. bd. of dirs.; Frank J. Radel, chmn., J. C. Kaltenbacher, Robert G. Weldon, Richard S. Kaltenbacher, M. S. Stern. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hwy., Detroit 21. **Adv. Agcy.**—The Upholstery Leather Group, 141 East 44th st., New York 17, N. Y.

RADIATOR SPECIALTY CO., 1400 W. Independence blvd., Charlotte 1, N. C. Cooling system maintenance and repair products, gasket sealing compounds, oil and gasoline additives, rubber parts and special byproducts. Solder seal line of chemical and rubber specialty products. I. D. Blumenthal, pres.; Herman Blumenthal, vice-pres.; G. Einhart, adv. mgr.; Irving Richek, pur. agt.; Dan Green, J. Carr, P. Moeszinger, div. sales mgrs.; D. Hoffman, sales mgr. **Adv. Agcy.**—Walter J. Klein Co.

RAJAH CO., 35 Verona ave., Newark 4, N. J. Rajah ignition terminals, hand tools, rubber safety nipples, Francis P. Meehan, pres.; Celia Aye Kendall, secy.-treas.; Walter Kelly, gen. mgr.. **Adv. Agcy.**—George J. Walsh & Co., New York 17, N. Y. John L. Titus, CPA, acct. exec.

RAK MAKERS, THE, 10 Hamilton st., New London, Conn. Aluminum display racks for automotive sales literature. Henry B. Goodman, gen. mgr.

RAM COTE PRODUCTS, 1141 W. 69th st., Chicago 21, Ill. Leather conditioner, leather and plastic finish, sealer, cleaner for leather and plastics. M. B. Duffy, pres.; J. P. Duffy, vice-pres.; C. E. Seibold, secy., treas.; D. E. Ferrill, gen. mgr.; N. J. McCloskey, sales mgr.; M. J. Mooney, pur. agt. **Adv. Agcy.**—Martin & Associates, Chicago and Baltimore.

RAMBLER, American Motors Corp., 14250 Plymouth rd., Detroit 32, Mich. (See **American Motors Corp.** listing.)

RAMSEY CORP., 3693 Forest Park blvd., St. Louis 8, Mo. Executive offices at Manchester, Mo. Piston rings, retaining rings, industrial rings. W. S. Mahoney, pres., gen. mgr.; H. M. Siverts, service sales mgr.; T. A. Nicholson, orig. equip. sales mgr.; H. E. Liss, export mgr.; S. G. Pike, adv. mgr.; M. W. Marien, chief engr. **Adv. Agcy.**—Hanson & Stevens, Inc., Chicago, Ill. B. F. Stevens, acct. exec.

RANCO INC., 601 W. Fifth ave., Columbus 1, O. Automobile heater control valves and air conditioning controls. E. C. Raney, chmn; A. M. Hoover, pres.; W. R. Opp, vice-pres.; A. P. McDiarmid, secy.-treas.; James Manecke, gen. sales mgr.; J. E. Kumler, chief engr.; H. Y. Levin, pur. agt.; L. Levengood, pers. dir. **Det. Rep.**—J. S. Beecher, 3-146 Gen. Motors bldg. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Kohler, vice-pres.

RANDALL CO., The. 5000 Spring Grove ave., Cincinnati 32, O. Automobile body specialties. Maxwell C. Weaver, pres., gen. mgr.; Richard L. Eubanks, vice-pres.; Wm. B. Behrens, secy.-treas.; R. H. Young, chief engr.; R. E. Sharpe, works mgr.; J. L. Troy, pur. agt. **Det. Sales Mgrs.** — T. W. Anderson, F. D. Leonard, E. R. Kerr, 814 New Center bldg., Detroit 2, Mich.

RANKIN MFG. CO., First and Iowa sts., Cedar Falls, Ia. Automobile seat covers. W. S. Wells, pres.; A. C. Kies, vice-pres. and gen. mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

RAYBESTOS DIV., of Raybestos-Manhattan, Inc., 75 E. Main st., Stratford, Conn. Brake lining, lined brake shoes, clutch facings, brake blocks, automatic transmission, master overhaul kits, brake fluid, brake service lubricant, adhesives, packings. J. F. D. Rohrbach, pres.; W. S. Simpson, vice-pres., gen. mgr.; J. L. McGovern jr., sales mgr.; R. C. Calderone, adv. mgr.; J. W. Brush jr., mgr. spec. prod.; D. E. Cunningham, asst. sales mgr.; A. K. Litchfield, chief sales engr.; J. E. Reagan, pur. agt.; S. J. Murphy, traf. mgr. **Det. Rep.** — Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit, Mich. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, acct. exec.

RAYBESTOS-MANHATTAN, INC., 61 Willett st., Passaic, N. J. Brake linings, brake blocks, clutch facings; friction material for automatic transmissions; V-belts; radiator, hydraulic, air and booster brake, and windshield wiper hose for automobiles, trucks, buses, airplanes, farm tractors and implements, earth-moving and industrial equipment; hydraulic brake parts, belting, hose, molded rubber parts, and specialized industrial rubber goods; rubber covered equipment; abrasive and diamond wheels; asbestos, rubber, metallic, flax and plastic packings, asbestos textiles, engineered plastic and sintered metal products. J. F. D. Rohrbach, pres.; R. B. Hazard, vice-pres., sales mgr. rubber-packing; H. H. Burrows, vice-pres. Rubber sales; W. S. Simpson, vice-pres. and secy.; J. E. Cole, sales mgr., equipment sales; F. A. Miller, dir. mktg. and mdse. **Det. Rep.** —Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit 2, Mich.

RAYCO MFG. CO., 220 Straight st., Paterson 1, N. J. Automobile seat covers, convertible tops, miscellaneous automobile accessories. Joseph Weiss, pres.; Aaron L. Rubin, dir. of pers.; Martin Nosenchuk, dir. of arch., engr. and display div.; M. H. Broffman, dir. mfg. div.; Donald Greene, adv. contr.; L. Bernstein, dir. new prod. div.; Lewis Davis, vice-pres., mktg.; Julius Rudominer, vice-pres. adv.; Irving Levine, asst. to the pres.; S. Schatzberg, pur. agt.; S. I. Bader, vice-pres., franchise div.; Peter Schwartz, vice-pres., real estate div.; Eli Goldberg, dir. of research. **Adv. Agcy.**—Emil Mogul Co., Inc., New York, N. Y.

RAYMOND MFG. DIV., Associated Spring Corp., 226 S. Center st., Corry, Pa. Coil springs, metal stampings, wire forms, expansion plugs, valve locks and springs, clutch springs, die springs, miscellaneous replacement springs, small screw machine products. Carlyle F. Barnes, pres.; Ernest L. Goff, sr. vice-pres.; Walter E. Froelich, vice-pres.; Owen D. Nee, treas.; Wallace Barnes, secy.; E. W. Feldt, gen. mgr.; H. H. Heerlein, works mgr.; Walter Bertram, sales mgr.; R. L. Reed, mgr. mdse. div.; E. G. Crapser jr., office mgr. mdse. div.; Lyle Chase, chief engr.; L. Danner, pur. agt.; D. C. Smiley, contr. **Adv. Agcy.** — The Davis Press, Inc., Worcester 8, Mass.

RAY-O-VAC CO., Div. Electric Storage Battery Co., 212 E. Washington ave., Madison 10, Wis. Flashlights, lanterns, head lights, batteries. E. B. Ott, pres.; O. R. Slauson, vice-pres. of sales; F. A. Blake, dist. sales mgr.; J. E. Alexander, southern sales mgr.; N. F. Trover, eastern sales mgr.; C. C. Chapman, western sales mgr.; W. L. Bender, midwest sales mgr.; A. M. Anderson, mdse. mgr. **Det. Rep.**—F. J. Coleman, 4604 Harford rd., Toledo 12, O.—**Adv. Agcy.**—H. H. Monk and Associates, Rockford, Ill.

READING TIRE MACHINERY CO., INC., 600 E. El Segundo blvd., Hawthorne, Calif. Manufacturer of patented tire cementing vulca-spray machines, tire builders, automatic precision tire buffers, tire spinners, tire spray painters, and related items of tire handling equipment for the rubber industry. Ralph (Brick) Reading, pres.; J. E. Barnes, contr.; Carl L. Sprague, sales mgr.

RED COMET, INC., Red Comet bldg., Littleton, Colo. Automatic and manual fire extinguishers. Marshall F. Norling, pres.; James F. Norling, exec. vice-pres.; Charles A. Haskell, secy.; Max A. Romero, vice-pres., sales; Arden Dixon, works mgr.; Robert R. Jindra, adv. mgr.; Fred T. Colyer, pur. agt. **Adv. Agcy.**—Rand-Ries, Cincinnati, O.

REDALL INDUSTRIES, 30458 Groesbeck hwy., Lexington, Mich. Stainless steel custom and universal door edge trim molding, and production and sample manufacturing. Earl L. Halladay and Joseph S. Bader, co-partners; Larry Wiegand, works mgr.

REDEX, INC., 493 Flushing ave., Brooklyn 5, N. Y. Oil additive and automotive test tune instruments. Wayne V. Myers, pres.; F. Weiden, secy.-treas.

REDMOND CO., INC., Owosso, Mich. Shaded pole induction motors, series motors, gyromotors, inverters, blowers. James W. Tweedy, pres. and gen. mgr.; R. E. Drury, dir. of per.; M. J. Koenig, gen. sales mgr.; Jack Dvorak, treas.; R. Trefz, comptr.; Glen Baumhardt, dir. of pur.; Ed Latta, senior engr., special products engrg.; John Howes, dir. of engrg.; Frank Ross, traf. mgr. **Adv. Agcy.** — The Allman Co., Detroit 26, Mich.

REED-PRENTICE, Div. of Package Machinery Co., East Longmeadow, Mass. Plastic injection molding machines, die casting machines. Lewis A. Curtis, pres.; E. W. Forth, vice-pres., engr.; Harold Mosedale, jr., vice-pres., sales; J. Edwin Hanson, treas.; R. L. Putnam jr., vice-pres., mfg.; D. B. Dalbeck, pur. agt.; J. Zebryk, traf. mgr.; G. W. McIntyre jr., adv. mgr. **Dearborn Branch Off.** — Reed-Prentice, Div. of Package Machinery Co., 23705 Michigan ave., Dearborn, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, 230 Park ave., N. Y. 17, N. Y.

REEVES BROTHERS, INC., 1071 6th ave., New York 18, N. Y. Polyethelene yarns for auto seat cover fabrics, synthetic fabrics for auto upholstery and truck tarpaulins, diaphragms, gasket and bearing seal fabrics, industrial coatings, plastic rods, tubing, slabs. John E. Reeves, pres.; John Karrh, plastics; Jerry Wyatt, Vulcan Rubber Prod. Div. **Det. Rep.**—J. G. Neal, 408-9 Fisher bldg., Detroit.

REGAL MOTOR PRODUCTS, INC., 6325 Grand River, Detroit 8, Mich. Mouldings for fenders, doors, grilles, body sills, universal telescopic rocker panel moulding kits, hydraulic parts, headlight assemblies, handles and rims. M. L. Fruman, pres.; J. S. Fruman, treas.

REGISTERED-TESTED CARS, INC., 120 Morris ave., Springfield, N. J. Div. of Consolidated Warranty System. Automobile warranty. James E. Smith, pres.; Irwin B. Green, vice-pres.; Norman Laidhold, secy.; Theodore Cohn, treas.; Gladys A. Weiss, asst. secy.; Div. offices: 110 Sutter st., San Francisco 4, Calif.; Maxwell House, Augusta, Ga.; F. W. Flaherty, gen. sales mgr.; David L. Pavsner, Eastern div. mgr.; J. N. Thompson, Southern div. mgr.; Roger Marshall, home office. Sub. cos., National Bonded Cars, Inc., Auto Warranty Co., Auto-Life Plan, Sure-Car of America, Inc.

REGNA CASH REGISTERS, INC., 175 Fifth ave., New York 10, N. Y. Regna cash registers, adding machine and cashier. Jorgen S. Lien, pres.; Knut Borge, vice-pres.; treas., gen. mgr., pub. rel. mgr.; Arvid Urdal, serv. mgr., chief engr.; Walter Mahoney, serv. suprv., parts and access. mgr. **Det. Rep.**—National Service Supply Co., 2974 Michigan ave. **Adv. Agcy.**—Williams Adv. Agency, New York, N. Y.

REILLY TAR & CHEMICAL CORP., 1615 Merchant Bank bldg., Indianapolis 4, Ind. Brake linings, steel pickling, vapor degreasing and boiler cleaning. C. B. Edwards, pres.; P. C. Reilly, vice-pres., treas.; R. J. Wechsler, secy.; C. A. Fisher, works mgr.; H. E. Whitmore, mgr. chem. sales div.; George Nearpass, traf. mgr.; R. J. Boyle, pub. rel. mgr. **Adv. Agcy.**—The House of J. Hayden Twiss, New York, N. Y.

REMINGTON ARMS CO., INC., 25000 So. Western ave., Park Forest, Ill. Portable power tools, electric and pneumatic impact wrenches, drills, screwdrivers, sanders-polishers, grinders, flexible shaft grinders, sanders and polishers.

RENAULT, INC., 750 Third ave., New York 17, N. Y. Automobiles, trucks, farm tractors, buses, diesel locomotives. Pierre Meilhan, pres.; Robert E. Valode, gen. mgr., vice-pres.; James E. Hughes, secy.; Kenneth C. Howard, asst. gen. mgr.; Andre Fonade, gen. serv. mgr.; Henry L. Brownback, chief engr.; Jack Kent, gen. sales mgr. **Adv. Agcy.**—Needham, Louis & Brorby, New York office acct. exec., John Brooks.

RENIE METAL PRODUCTS CORP., 396 Buffalo st., P. O. Box 344, Mansfield, O. Steel storage cabinets, parts bins, lockers, counters P. G. Renie, pres. and treas.; Marie N. Renie, secy.; Robert Renie, works mgr.

REO DIV., The White Motor Co., 1331 S. Washington, Lansing 20, Mich. Medium and heavy duty trucks; school bus chassis; engines, gas and L.P. models; industrial engines. John C. Tooker, gen. mgr.; J. J. Dervin, fact. mgr.; R. J. Darragh, div. treas.; George R. Collins, gen. sales mgr.; William Walworth, dir. of engrg.; E. W. Schraft, contr.; V. Gleason, Reo News mgr.; P. H. Hamelink, dir. of qual. contr. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich.

REPUBLIC GEAR CO., 2197 Beaufait ave., Detroit 7, Mich. Ring and pinion gears, differential cases and internal parts, transmission gears, flywheel starter gears, timing gears, axle shafts, timing chains, universal joints, automatic transmission parts and tools for servicing automatic transmissions, automotive fasteners, brass fittings and flexible hose. S. S. Gordon, pres., gen. mgr.; S. S. Richhart, secy-treas.; A. Drucker, dir. of foreign sales; W. E. Zimmie, traf. mgr. **Det. Rep.**—R. D. Tallman, 2197 Beaufait ave., Detroit 7, Mich. **Adv. Agcy.**—LaRue-Cleveland, Inc., Detroit, Mich.

REPUBLIC RUBBER DIV., Lee Rubber & Tire Corp., Albert st., Youngstown 1, O. Belting, hose, packing, molded goods. A. A. Garthwaite jr., pres.; E. M. Ikirt, gen. mgr.; E. R. Zacharias, asst. gen. mgr.; G. L. Smith, gen. sales mgr.; C. R. Conklin, asst. gen. sales mgr.; H. L. Lunger, mgr., auto. and appliance sales; R. D. Hawkins, prod. super.; J. P. Mathews, mgr., dev. and research; E. D. Jones, chief engr.

REPUBLIC STEEL CORP., Republic bldg., Cleveland 1, O. Carbon, alloy and stainless steels, titanium and titanium alloys, iron powder, semi-finished, bars, blanks, sheets, strip, plates, pipe, tubing, wire products, tin plate, pig iron, steel building products, bolts, nuts, rivets, fabricated steel products, steel drainage products, steel containers. C. M. White, chmn.; T. F. Patton, pres.; Norman W. Foy, vice-pres., sales; E. R. Johnson, vice-pres., oprns.; W. W. Hancock, vice-pres. and secy.; Peter Robertson, vice-pres., research and planning; G. M. Feiel, comptr.; H. C. Lumb, gen. counsel; W. B. Boyer, treas.; L. S. Hamaker, gen. mgr. of sales; S. A. Crabtree, R. W. Helms, J. V. Burley, asst. gen. mgrs. of sales; H. H. Oldham, dir. of adv.; H. T. S. Heckman, asst. dir. of adv.; W. T. Adams, mgr. of pur. and raw materials; V. R. Wall, gen. traf. mgr.; E. S. Bowerfind, dir. of pub. rel. **Det. Rep.**—D. A. Shardelow, 2008 Fisher bldg. **Adv. Agcy.**—Meldrum and Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

REPUBLIC STEEL CORP., Truscon Div., Youngstown 1, O. (Metal building prod.). P. L. Bruhn, div. mgr.; C. B. McGehee, gen. mgr. of sales; D. M. Schmid, asst. gen. mgr. of sales; A. L. Munsell, asst. gen. mgr. of sales; A. E. Lind, mgr. of merch.; P. L. Callahan, adv. mgr.; W. D. Moorhead, chief engr.; C. S. Ramsey, traf. mgr. **Det. Rep.**—J. W. Davies, Truscon Div., Republic Steel, 2011 Park ave., Detroit 26, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. John Goulet, acct. exec.

RESISTOFLEX CORP., Roseland, N. J. Teflon, gasoline, fuel, oil, refrigerant hose assemblies; aircraft hose and fittings; teflon rods, tubes and sheets. Edgar S. Peleris, pres.; H. E. Krebs, vice-pres., chge. sales; F. V. Smith, secy.; J. M. Gentile, exec. vice-pres.; I. D. Press, vice-pres., engrg.; A. N. St. John, vice-pres., plastics development; H. H. Wulff, mgr. ind. sales; C. A. Carlsen, mgr. aircraft sales; R. Atkins, pur. agt. **Det. Rep.**—George J. Jacobs, 19615 West Lake rd., Cleveland 16, O. **Adv. Agcy.** — Marsteller, Rickard, Gebhardt and Reed, Inc., 800 Second ave., New York 17, N. Y.

RESOLUTE INSURANCE GROUP, THE, 83 Chapel st., Hartford 2, Conn. Physical damage insurance coverages on financed motor vehicles. L. Morganstern, chmn. of bd.; E. K. Scribner, pres.; A. W. Kerch, V. T. Jones, vice-presidents; L. Armao, secy.; K. H. Field, treas.; E. Dovin, asst. secy. Resolute Insurance Co., only, A. C. Ward, vice-pres.; W. Healy, H. Ordway, asst. secys. Resolute Credit Life, only, W. E. Rosser, vice-pres.; J. Pease, asst. secy.

REVERE COPPER & BRASS, INC., 230 Park ave., New York 17, N. Y. Copper and red brass for radiators; tubing for fuel, oil, gauge lines; brass for lamps, bearing shells, small parts, terminals, screws, bolts, nuts, hub caps, decorations, name plates, etc., aluminum alloy tubing, extruded shapes, coiled sheet and forgings; electric welded steel tube for exhaust and tail pipes, torque tubes, steering columns. J. M. Kennedy, chmn. of bd. and chief exec. off.; C. A. Macfie, pres., R. P. Winberg, vice-pres., gen. sales mgr.; J. S. Fidler, secy.; A. E. McCormick, treas.; N. A. Schuele, adv. and pub. rel. mgr.; E. J. Flanagan, pur. agt. (metals). **Det. Rep.**—Revere Michigan Div., 5851 W. Jefferson ave., Detroit 9, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc., New York 17, N. Y. S. J. Keyes, acct. exec.

REVERE ELECTRIC MFG. CO., 7420 N. Lehigh, Chicago 31 (suburban Niles), Ill. Floodlighting, street and store front lighting, searchlights, boundary lights, fluorescent lighting, cluster lights, explosion-proof fittings. Murray J. Whitfield, pres.; John A. McDougall, vice-pres., sales; Charles M. Schultz, secy. and asst. treas.; William W. Kingsbury, adv. and sales prom. mgr.; Alva B. Winters, chf. engr.; Edward S. Benson, pur. agt.; Lawrence Bohling, traf. mgr. **Det. Rep.** —Howard E. Waite, 2737 W. Grand blvd., Detroit 8, Mich. **Adv. Agcy.**—Sidney Clayton and Assoc., 75 E. Wacker dr., Chicago 1, Ill. R. J. Hazlett, acct. exec.

REX METAL PARTS CO., 1295 W. 78th st., Cleveland 2, O. Fenders, grilles, license plate holders, beaver tails, hoods, continuous type piano hinges, ventilators. Albert C. Woellert, pres.; E. M. McGuire, pur. agt.; T. B. Owens, gen. mgr.

REYNOLDS METALS CO., 6601 W. Broad st., Richmond, Va. Aluminum mill products; pig and ingot, wire, rod, bar, screw machine stock; sheet, coil, plate, embossed sheet; extruded shapes, architectural shapes, structural shapes, pipe, tubing, powders and pastes; protective foil; aluminum yarn, complete aluminum fabricating and finishing facilities, building products. R. S. Reynolds jr., pres.; D. P. Reynolds, vice-pres., sales; Allyn Dillard, secy.; Calvin Coghill, treas.; D. F. Beard, gen. dir. adv.; M. C. Tobias, mgr. auto. adv.; M. W. Henry, gen. pur. agt.; J. I. Snead, traf. mgr.; Donald B. McCammond, chge. pub. rel. **Det. Rep.**—J. E. Blomquist, vice-pres., Fisher bldg. **Adv. Agcy.**—Clinton E. Frank, Inc., Merchandise Mart, Chicago, Ill. Kenneth Karcher, acct. supvr.

REYNOLDS & REYNOLDS CO., Dayton 1, O. Standard accounting systems, inventory control systems, owner follow-up systems, service dispatcher systems, payroll systems, prospect systems, dealer stationery, checks and repair orders. R. H. Grant jr., chmn. of bd.; Frank F. Pfeiffer, pres., gen. mgr.; C. J. Seifert, vice-pres.; Russell Cosby, secy.-treas.; Gordon Rohde, vice-pres., chge. production; W. G. Pfeiffer, vice-pres., chge of sales; G. W. Gross, dir. of mktg. and sales dev.; L. A. Clemmer jr., mgr. adv. and sales prom.; Ted Wooten, pur. agt. **Det. Rep.**—C. J. Seifert. **Adv. Agcy.** —Weber, Geiger & Kalat, Inc., Dayton, O. H. C. Weber, acct. exec.

RHEEM AUTOMOTIVE CO. (a Div. of Rheem Mfg. Co.), 601 S. Placentia ave., Fullerton, Calif. Bumpers, bumper guards, bumper support arms, chassis leaf springs, chassis coil springs, torsion bars, shackle hangers, spring anchor plates, hot and cold stampings. O. W. Carrico, vice-pres., gen. mgr.; C. E. Modesitt, oprns. mgr.; W. E. Schulz jr., contr.; L. B. Hoagland, pur. agt.; J. M. Pendleton, asst. sales mgr.; H. Laurent, chief engr. **Det. Rep.** — H. G. Reichardt, div. mktg. mgr., Rheem Automotive Co., 16929 Wyoming ave., Detroit 21, Mich.

RHODES, INC., M. H., 30 Bartholomew ave., Hartford 6, Conn. Kar-lite switch, timers and time switches. M. H. Rhodes jr., pres.; E. J. Doyle, vice-pres.; E. M. Sanderson, secy., pur. agt.; A. B. Rucci, treas.; R. Hill, works mgr.; R. C. Crapser, sales mgr.; W. Lofstrand, chief engr.; C. B. Hayes, adv. mgr.; W. Lagano, traf. mgr. **Det. Rep.**—Ray Crosier, 10035 Hemingway, Detroit Mich. **Adv. Agcy.**—Taylor Greenough Co., 20 Beaver rd., Wethersfield, Conn.

RICE CHADWICK RUBBER CO., Box 125, Killbuck, O. Extruded rubber products. Maurice W. Chadwick, pres.; Frank E. Rice, vice-pres.; J. R. Keyser, secy.; J. Rex Keyser, fac. mgr. **Det. Rep.**—Warren Pease and Co., 20001 James Couzens hwy.

RICH MFG. CORP., 96 No. Division, Battle Creek, Mich. Poppet valves for internal combustion engines. H. H. Rich, pres., treas. and gen. mgr.; L. W. Kirkpatrick, vice-pres., works mgr.; G. E. Rich, vice-pres. and sales mgr.; J. R. Mohile, vice-pres., chief engr.; F. H. Bourke, vice-pres. and sales mgr.; A. F. Sommer, secy.; C. E. Whipple, sales mgr. and adv. mgr.; W. E. Stoner, pur.

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RICHARDSON CO., THE, 2645 Lake st., Melrose Park, Ill. Molded plastic products, laminated sheet, rods and tubes, fabricated parts, molded laminates. J. C. Richardson, secy., adv. mgr.; R. W. Jorgensen, sales mgr.; **Det. Rep.**—Stanley L. Lundsten, 13730 W. Eight Mile rd., Oak Park 37, Mich. **Adv. Agcy.**—E. H. Brown Adv. Agency, Chicago, Ill.

RICHEY ENTERPRISES, C. A., 4510 E. Kessler Lane, Indianapolis 20, Ind. Speedometer adjuster, portable bead breaker. C. A. Richey, pres., gen. mgr.; Wm. A. Roth, vice-pres., sales mgr.; Louise Richey, secy., treas.; Harold Hershey, chief engr. **Adv. Agcy.**—J. & L. Advertising Co., Indianapolis, Ind. Joseph Brand, acct. exec.

RICHMAN CHEMICAL PRODUCTS CO., 2632 W. 19th st., Chicago, Ill. Automotive chemicals: hydraulic brake fluids, transmission fluid, shock absorber fluids, shellac compounds, cements, windshield sealers, tire dressings, cleaners and repair materials, all-purpose enamel, engine enamels, top dressings, radiator specialties, polishes and cleaners, oils, lubricants and undercoating. H. I. Richman, pres.; P. H. Richman, secy.; S. Mendelson and D. I. Richman, sales mgrs. **Det. Rep.**—Leo Simon, 18039 Appoline ave., Detroit 35. **Adv. Agcy.**—J. H. Fisher Assoc., Chicago 10, Ill. J. H. Fisher, acct. exec.

RIGIDIZED METALS CORP., 716 Ohio st., Buffalo 3, N. Y. Design-strengthened and textured metal. Richard S. Smith, pres.; Robert G. Leary, vice-pres., sales mgr.; Catherine Galleciez, secy.; Donald H. Campbell, vice-pres. and treas.; Richard Sampson, pur. agt. **Det. Rep.**—Fred A. Leisen, 623 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Melvin F. Hall Adv. Inc., Buffalo 2, N. Y. Dolph Lindgren, acct. exec.

RINCK-McILWAINE, INC., 16 Hudson st., New York 13, N. Y. Walter Rinck, pres., gen. and sales mgr.; John J. McGucklin, vice-pres. and works mgr.; K. O'Neil, secy. **Adv. Agcy.**—R.A.F. Advertising Agency, New York, N. Y.

RING-WALD PRODUCTS, 123 N. Lowry ave., Springfield, O. Manufacturers of motor and thermal operated flashes, steering column switches and solenoids.

RINSHED-MASON CO., 5035 Milford st., Detroit 10, Mich. Lacquers, enamels, acrylics, undercoats and thinners. Frederick G. Weed, pres.; W. R. Barrett, vice-pres. and gen. mgr.; J. R. Mason, vice-pres. and mgr. of refinish div.; L. Frohberg, vice-pres. in chge. of sales. **Adv. Agcy.** — Watkins-Rogers, 685 Pallister, Detroit 2, Mich. John Rogers, acct. exec.

RITE TOOL CO., INC., 136 Pocasset st., Fall River, Mass. Hand lathe for turning and undercutting automotive and other small armatures. Seabury B. Waring, pres., treas.; Ray C. Westgate, secy.

RIVET-O MFG. CO., Orange, Mass. Spot remover for cleaning car upholstery. Earl F. Harris, pres.; Howard R. Day, vice-pres., gen. mgr.; Edward S. Harris, secy., treas.

ROADWAY MOUNTING & EQUIPMENT CO., INC., 21177 Mound rd., Warren, Mich. Truck bodies and accessories. Leonard J. Marquis, pres.; L. Gerard Marquis, vice-pres.; Agnes C. Marquis, secy.-treas.

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ROBERT BOSCH CORP., 40-25 Crescent st., Long Island City 1, N. Y. Car Radio Div. Blaupunkt. George F. Krieger, pres.; Ernest L. Hall, sales div. mgr. **Adv. Agcy.** — Schoen Coordinate Adv. Inc., 820 Greenwich st., New York 14. B. Schoen, acct. exec.

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SALSBURY CORP., 1161 E. Florence ave., Los Angeles 1, Calif. Tire changing equipment for cars and trucks, air hammers, motor seal system for cracked motor blocks and cylinder heads, "Expand-O-Matic" tire wheel for precision buffing. E. F. Salsbury, pres., gen. mgr.; G. L. Carpenter, treas.; L. D. Thostenson, vice-pres., chief engr.; H. I. Salsbury (Motor seal and pneumatic tool div.) sales mgr.; W. H. Kurtz, pur. agt.

SANCO MFG. CO., 1371 Peachtree st., N. E., Atlanta 9, Ga. Automobile venetian blinds, all-purpose chenille mitts. Alton Sanders, pres.; Court Stineman, S. M. **Adv. Agcy.** — Bearden-Thompson-Frankel & Eastman-Scott, Atlanta, Ga.

SANTAY CORP., 351 N. Crawford ave., Chicago 24, Ill. Automatic cigar lighter, windshield washer, clothes carriers, spinners and ash trays. Daniel Szantay, pres.; V. Szantay, vice-pres.; S. Cramer, vice-pres., gen. mgr.; R. L. Jacklin, sales mgr.; T. P. Kennedy, pur. agt.

SANZO SPECIALTIES, Box 68, Endicott, N. Y. "World's Largest Match Books," sales promotion plans, used car key tags with beaded chains, advertising specialties, standard forms. Anthony Sanzo, owner; Anthony Sanzo jr., sales mgr. **Det. Rep.** — Thomas Weinzapt, 1918 Evansdale, Toledo, O.

SARAN LINED PIPE CO., 2415 Burdette, Ferndale 20, Mich. Pipe, fittings, valves and tubing. S. H. Blackmore, pres.; J. W. Reed, treas.; J. A. Kloustin, secy.

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SAYLOR-BEALL MANUFACTURING CO., St. Johns, Mich. Single and two stage air compressors, spray guns, tire pumps, farm, home and factory general purpose units. R. V. Aliman sr., pres.; R. V. Aliman jr., vice-pres.; George L. Reynolds, dir. sale, engr.; Wm. Pautke, sales mgr.; Geo. Dyer, off. mgr.; Ray Torrey, plant mgr.; Henry W. Dellar, pur. agt.

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SCHAUER MANUFACTURING CORP., 4529 Alpine ave., Rossmoyne, O. Battery chargers, battery boosters, growlers, automotive test instruments. A. J. Kohn, pres. treas.; G. L. Nord, vice-pres., chief engr.; S. E. Wright, vice-pres., sales; K. Wilson, asst. sales mgr.; D. T. Face, pur. agt. **Adv. Agcy.**—Keelor & Stites, Cincinnati, O.

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SCHNABEL CO., S. Tenth st., Pittsburgh 3, Pa. Truck bodies, refrigerated; package delivery, retail milk and all other custom-built truck bodies. John A. Schnabel, pres.; Ray Mansmann, treas., chmn. of bd. and gen. mgr.; Mildred Mansmann, vice-pres.; Regis G. Mitesser, works mgr.; Adolph Stark, chief engr.; Donald N. Rupert, asst. to gen. mgr.; J. L. Montemurro, pur. agt.; Lloyd Heatherington, sales mgr.; James A. McKenzie jr., treas.

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SCHROEDER & TREMAYNE, INC., 1711 Delmar blvd., St. Louis 3, Mo. Imported English chamois, imported French chamois, Cord-bound chamois, Seawool sponges, Cellusponge and Alpine cellulose sponges. Theodore Schroeder, pres., gen. mgr.; F. B. Schroeder, vice-pres., sales mgr.; Carl Rueck, secy.-treas.; A. Smith, pur. agt.

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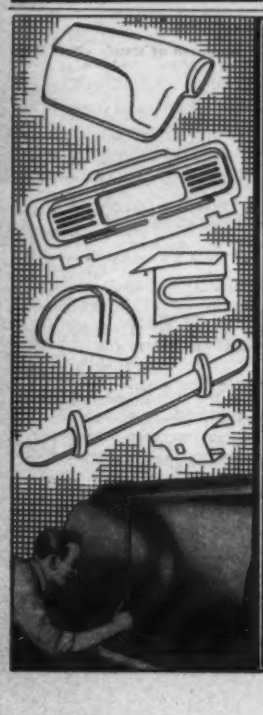

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SCINTILLA DIV., Bendix Aviation Corp., Sidney, N. Y. Ignition equipment for piston, jet, turbo-jet and rocket motors, industrial engine magnetos, electrical connectors, high temperature capacitors, fuel injection for diesel engines, ignition analyzers and other components and accessories. G. E. Steiner, gen. mgr.; D. B. Morse, dir. of sales and ser.; D. L. Quinney, sales mgr.; F. O. Rettberg, adv. mgr.; W. J. Spengler, dir. of engrg.; S. E. Gregoire, asst. dir. of engrg.; L. W. Trees, serv. mgr.; G. C. Cottrell, compt.; C. Kuebler, factory mgr.

SCOOTERS INTERNATIONAL, INC., 1710 Summer st., Stamford, Conn. U. S. agent for: Puch motor scooter, Dianette motor scooter, HMW motor scooter, Dianette Moped, HMW Moped. William Fedge, pres.; John Stepita, sales mgr.

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SCRANTON BATTERY CORP., Scranton Storage Battery Corp., Scranton "Cellomatic" Battery Corp., Archbald, Pa. Storage batteries—wet and dry, replaceable cell storage batteries. M. Hollow, pres.; J. M. Saunders, vice-pres.; M. R. Hirshburg, secy.; Paul Lantolf, gen. mgr.; M. Ferraro, works mgr.; Richard "Dick" Goss, sales mgr.; W. Yusavage, chief engr.; C. Sabastinelli, pur. agt.; S. Gatto, traf. mgr. **Adv. Agcy.**—Schwab & Wilcox, Allentown, Pa.

SCULLY SIGNAL CO., 174 Green st., Melrose 76, Mass. Whistling gas tank fill signals, "Ventalarm." Frank P. Scully, pres.; William G. Rowell, vice-pres.; Robert F. Staley, sales mgr. **Det. Rep.**—R. G. Firth, 22285 Michigan ave., Dearborn, Mich.

SEALED POWER CORP., 2001 Sanford st., Muskegon, Mich. Piston rings, transmission sealing rings, pistons, cylinder sleeves. Paul C. Johnson, pres.; R. E. Murbarger, vice-pres. in chge. of sales; D. M. Hesling, vice-pres. in chge. engrg.; B. T. Pickel, vice-pres. chge. mfg.; G. E. Reynolds, secy.-treas.; R. A. Snyder, sales mgr., original equip. div.; C. H. LeFevre, sales mgr., replacement sales div.; J. E. Norwood, dir. adv. E. C. Beck, chief engr.; L. P. Kelly, pur. agt. **Det. Rep.**—J. L. Talbott, Edward Carlson, Geo. Jobin jr., Edw. H. Lejuste, 7-236 General Motors bldg.

SEALTIGHT CORP., 228 1st st., N. E., Cedar Rapids, Ia. Ignition insulators. O. W. Lawrence, pres.; H. A. Stone, vice-pres.; C. W. Nelson, secy., gen. mgr., pur. agt.; Milton Shapiro, adv. and sales mgr.; M. LaTour, credit mgr.; E. J. Wasta, treas. **Adv. Agcy.** — Altman-Gilbert Adv. Agency, Cedar Rapids, Ia.

SEALTITE QUILTING CORP., 471 Manhattan ave., Brooklyn 21, N. Y. Electronic quilting of vinyl plastic. Jerome Fine, pres.; Moses Weiss, treas.; Irving Ladd, traf. mgr. **Adv. Agcy.** — Erland, New York, N. Y.

SEAMAN PAPER CO., 1236 Sherman ave., Evanston, Ill. Insulation, aircraft insulation, auto body boards. J. B. Seaman, pres.; Clayton Seaman, vice-pres.; M. Folkers, secy.; A. J. Drusch, treas.

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SEAVIEW INDUSTRIES, 3975 N. W. 25th st., Miami 42, Fla. All aluminum awnings, carports and patios. Paul Rimmeir, pres.; Nathan Becker, vice-pres., prod.; Joseph Cicero, vice-pres. sales; Budd S. Sheesley, vice-pres. merch.; Philip Bell, vice-pres. admin. and fin.; Jack Hall, engr.; John Marsh, pur. agt.

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SERVICE MOTORS CO., 581 Hempstead Tpke., Elmont, L. I., N. Y. Crosley automotive parts, equipment and accessories for Crosley automobiles, commercial, industrial, marine and military applications. Crosley 4-cylinder gasoline engines for Crosley cars, commercial, marine, refrigeration, etc. Lewis-Shepard Totemaster materials-handling equipment and parts. Edward A. Herzog, pres.; Hy Golfman, vice-pres.; George W. Drum, gen. sales mgr.; Fred Stevens jr., traf. mgr.

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SERVICE SUPPLY CO., 1115 Seventh st., Denver 4, Colo. Radiator and block seal, non-acid cooling system cleaner, acid type cooling system cleaner, Rust inhibitor and water pump lubricant, carburetor and fuel pump cleaner, tuneup oil, auto wash, hand cleaner, grease remover, Wrencho penetrating oil, chamois skin cleaner, diesel and gasoline engine starting fluid, clear rubber lubricant, windshield cleaner, brake fluid, ready-to-use motor cleaner. Robert T. Walker jr., pres., gen. mgr.; E. W. Redman, plant mgr.; T. H. Stevenson, sales mgr., adv. mgr.

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SHARON STEEL CORP., Sharon, Pa. Pig iron, open hearth ingots, blooms, slabs, billets, sheet bar and plates, alloy and stainless hot and cold rolled strip steel, black, pickled and coated strip steel, special alloy coated strip steels, sheet steel, tensional and heavy duty steel strappings, strapping tools and accessories, lithographed seals, electro galvanized strip, painted strip, titanium products, coke, sulphate, benzol, toluol, xylol, solvent and tar. A. M. Tredwell jr., pres.; J. A. Roemer, chmn. of bd.; Henry Roemer, chmn. exec. comm.; J. J. Kraus, vice-pres., gen. mgr. Dearborn Div.; K. O. Swanson, secy.; W. T. Blair, vice-pres. and treas.; W. J. McCune, vice-pres. commercial; J. D. Neuman, vice-pres. and dir. of pur.; F. W. Knecht jr., vice-pres., gen. mgr. Brainard Div.; R. B. Allan, mgr. hot rolled sales; J. E. Sowers, pub. rel. and adv. mgr.; E. A. Heutsche, mgr. c.r. and coated sales; A. G. Neese, asst. gen. mgr., sales; C. W. Diven, jr., asst. to pres.; L. H. Wilson, mgr. forging and semi-finished sales; R. N. Merk, chief engr.; G. R. McQuiston, pur. agt.; L. K. Whitcomb, mgr. mktg. research; F. W. Bennett, asst. vice-pres. and traf. mgr. **Det. Mgr.**—R. E. Peterson, P. O. Box 4438, Joyfield Station, Detroit 28, Mich. **Adv. Agcy.**—Duffy, McClure & Wilder, Inc., Cleveland, O. Robert Kenyon, acct. exec.

SHATTERPROOF GLASS CORP., 4815 Cabot ave., Detroit 10, Mich. Curved Shat-R-Proof windshields in clear, tinted and shaded plate glass; Shat-R-Proof plate and sheet flat laminated safety glass. W. B. Chase, pres.; V. G. Brown, vice-pres., sales mgr.; W. A. Duckett, vice-pres., gen. supt.; Paul H. Croll, secy.; E. E. DeFobio, treas.; W. A. Corner, dir. of pur.; John E. Lovely, traf. mgr.; Harry A. Kinsel, dir. ind. rel. **Det. Rep.**—Hayes Hidy, 223 S. Clairmont ave., Springfield, O.

SHAW & SLAVSKY, INC., 13821 Elmira, Detroit 27, Mich. Bin marking systems, control boards used car, parts and accessory price tags, contest boards, service department boards, used car price boards. John R. Slavsky, pres.; Robert J. Shaw, vice-pres.; Ray Bernacki, ind. sales mgr.; Hans Ruede, chief engr.; Joseph Slawski, supt. **Adv. Agcy.**—Rossi & Co., Detroit, Mich.

SHEEHAN CO., R. T., 8070 N. Territorial rd., Plymouth, Box 345, Mich. Metal belt hot and cold forging conveyors, metal belt stamping and press conveyors, special application metal belt conveyors. R. Thomas Sheelan, owner and pres.

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SHELLER MFG. CORP., 8-159 General Motors bldg., Detroit 2, Mich. Plants: Portland, Ind., Chicago, Ill., Keokuk, Ia., Norfolk, Va., Union City, Ind., Montpelier, Ind., and Pendleton, Ind. Products: Steering wheels, molded extruded, hard and sponge rubber, polyurethane foam, chrome plated die castings, metal stampings and screw machine products, cork gaskets, cork tile and misc. cork products. Tom Bradley, pres., chmn.; E. J. Cosgrave, J. A. McKeown, J. D. Reindel, S. L. Mathewson, vice-presidents; N. G. McLaughlin, secy.-treas.

SHELTON LOOMS, SIDNEY BLUMENTHAL & CO., INC., 1 Park ave., New York 16, N. Y. Automotive fabrics. Roy H. Niebling, pres.; Ben M. Fortuna, stylist; Alice S. Fortuna, sales mgr. automotive div.

SHENK & CO., S. A., 2101 S. High st., Columbus 7, O. Re-manufactured shock absorbers, carburetors, and water pumps; re-manufactured Ford distributors, and

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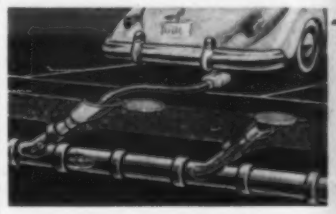

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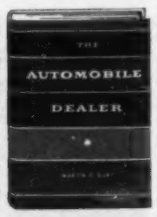

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SHEPPARD CO., INC., R. H., Hanover, Pa. Diesel engines, diesel power units, diesel generating sets, steering gears.

SHERMAN-KLOVE CO., THE, 3535 W. 47th st., Chicago 32, Ill. Screw machine products, pipe plugs, mechanic's hand serv. tools, metal tool boxes, metal boxes (all types), metal cabinets. W. J. McDonough, pres., gen. mgr., pur.; J. W. McDonough, vice-pres.; E. L. McDonough, secy., sales mgr.; W. S. Sherman, treas.; T. O. Rueb, chief engr. **Det. Rep.**—Sidney Norwood, 5-254 General Motors bldg., Detroit.

SHERMAN PRODUCTS, INC., 3200 West 14 Mile rd., Royal Oak, Mich. Power digger and fork lift for Ford tractors; power digger and front end loader for Fordson Major Diesel tractors; reversing transmission and combination transmission and live power take-off clutch; power steering for Fordson Major Diesel tractors; cover jointers for plows. Soil working tools for Ford tractors. W. A. Romain, pres.; J. C. Scrowcroft, asst. to pres.; W. F. Beckman, vice-pres. in chge. of mktg.; V. J. Crampton, secy.-treas.; M. G. Maudlin, adv. and sales prom. mgr.; R. A. Kirsch, parts mgr.; B. Howe, serv. mgr.; H. F. Froehlich, group mgr.; J. A. Aldred, chf. engr.; W. E. Allen, traf. mgr. **Adv. Agcy.**—Clark and Bobertz, Inc., Detroit, Mich.

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SHERWIN-WILLIAMS CO., 101 Prospect ave., Cleveland 1, O. Paints, varnishes, lacquers, chemicals, pigments, automotive finishes. A. W. Steudel, pres.; A. H. Burt, vice-pres., dir. of sales; F. J. Squires, secy.; L. H. Schroeder, treas.; V. Mills, gen. mgr. of mfg.; E. W. Windsor, gen. mgr. automotive finishes sales; D. J. May, sales prom. mgr., automotive finishes; R. F. Hennig, dir. of purs.; K. J. Sutherell, traf. mgr.; C. F. Toll, gen. mgr. natl. adv. **Adv. Agcy.**—Fuller Smith & Ross, Cleveland, O.

SHORE-CALNEVAR, INC., 2881 E. Pico, Los Angeles 23, Calif. Dress up full wheel covers, replacement wheel covers, license plate frames and wire wheel discs. Philip Shore, pres.; Fred Plotkin, exec. vice-pres.; Joseph Sillman, vice-pres., sales; Harold Sloier, vice-pres., engrg.; Mel Marks, traf. mgr.

SHULER AXLE CO., Subsidiary of Fuller Manufacturing Co., 2901 S. 2nd st., Louisville, Ky. Heavy-duty one-piece tubular trailer axles, truck and bus front steering axles and miscellaneous forgings. F. E. O'Callaghan jr., pres.; J. F. Bleakley, exec. vice-pres.; F. W. Pallant, treas.; R. C. Carson, vice-pres., chge. of engrg.; R. J. Everhart, pur. agt.; L. King, mgr. West Coast div.—Oakland, Calif.; H. S. Passage, Tulsa office—204 S. Cheyenne st.; S. G. Olling, Chicago office—5555 Sheridan rd. W. D. Renz, eastern dist. office, Philadelphia, Pa. **Det. Rep.**—J. L. Edington, 18954 James Couzens hwy., Detroit, Mich. **Adv. Agcy.** —Doe Anderson Co., Louisville, Ky. Warwick Anderson, acct. exec.

SHUR-GLOSS MFG. CO., 3536 N. Knox ave., Chicago 41, Ill. Shur Wonder-Wash for car washing and Shur Wonder-Whyte for white wall tire cleaning. A. R. Kohn, pres.; J. A. Fabrie, sales mgr.; H. D. Kohn, asst. sales mgr. and vice-pres.; **Det. Rep.**—W. A. Bottle, 14343 Forrer ave., Detroit 27, Mich. **Adv. Agcy.**—Burlingame-Grossman Co., Chicago, Ill.

SHURE MFG. CORP., 1601 S. Hanley rd., St. Louis 17, Mo. Manufacturers of Shure-built automotive service merchandisers, work benches, portable service benches, steel panaling, tool carts and appearance servicers, and "Scotty" industrial shop equipment. S. J. Shure, pres.; J. A. Richardson, vice-pres., gen. sales and adv. mgr. **Det. Rep.**—R. E. Woods, 11015 Argentine rd., Linden, Mich. **Adv. Agcy.**—Padco Adv. Co., St. Louis, Mo. Paul Kranzberg, acct. exec.

SHURHIT PRODUCTS, INC., South Market st., Waukegan, Ill. Automotive ignition repair parts and portable test equipment. E. A. Harrington, pres.-treas.; Harold C. Blakeslee, sales prom. mgr.; R. D. Harrington, chief engr.; R. E. Grissett, exec. vice-pres. **Adv. Agcy.** — Arthur Mogge, Chicago, Ill. Ed Lund, acct. exec.

SHURLY, E. R., CO., 2525 W. Jefferson, Trenton, Mich. Automobile displays, automobile sales promotions, plastic and metal automobile parts. Edmund R. Shurly, pres., gen. mgr.; H. Gordon Wood, secy.-treas.

SIEBRING MFG. CO., George, Ia. Steam cleaners, immersion type water heaters, mobile heat for road builders, electric fans, instant automatic furnaces, instant heat automatic furnaces (portable). Owen Siebring, gen. mgr. **Adv. Agcy.**—Amundson-Bolstein, Sioux City, Ia.

SIEWEK TOOL CO., 2862 E. Grand blvd., Detroit 2, Mich. Rapid clamping drill jigs, fixture locks, fixture clamps, fixture details. C. D. Reason, pres. sales mgr.; R. E. Reason, gen. mgr. **Adv. Agcy.**—Charles F. Pineau, Detroit, Mich.

SIGHT FEED GENERATOR CO., Factory and sales offices: West Alexandria, O. Portable and stationary acetylene generators and compressing plants, Rexarc hard-facing and manganese electrodes, Rexarc automatic welders and positioners, Rexarc automatic welding wire and flux. C. F. Smith, pres. and gen. mgr.; Earl Rinck, vice-pres. and asst. mgr.; C. Blaine Duncan, mgr. adv. and sales prom.; Donald Smith, secy., chf. engr.; Robert Reik, treas. and office mgr.

SIGNA CRAFT, INC., Division of National Key Co. of Cleveland, O. Autogram initials, signet keys and key chains. Joseph E. Cole, pres.; Norton Rose, vice-pres.; Stanley Antin, sales mgr. **Det. Rep.** — Herman D. Weiss. **Adv. Agcy.**—Howard Marks, Cleveland, O.

SIGNAL-STAT CORP., 523-539 Kent ave., Brooklyn, N. Y. Directional signals for passenger cars, trucks and buses, flashers, switches for directional signals, varisize fuse-in-line receptacles, stoplight pilots, emergency brake lites, stop and tail lights, clearance, marker, identification lamps, Flarestat emergency disability warning switch, reflex reflectors, "Coni-Seal" hydraulic brake parts. L. S. Hollins, pres.; J. R. Hollins, vice-pres.; E. Schoener, treas.; W. A. Raftery, sales mgr.; T. Cogan, asst. sales mgr.; S. Millerman, adv. mgr. **Adv. Agcy.**—Ehrlich, Neuwirth & Bobo, 210 Madison ave., New York, N. Y.

SILENT HOIST & CRANE CO., 841 63rd st., Brooklyn 20, N. Y. Cranes for trucks, hoist catch basin cleaning machines, hoist capstans and winches for trucks, hoist truck towers for public utilities, fork lift truck-and-boom crane combination. J. W. Wunsch, pres.; E. M. Wunsch, vice-pres.; Samuel Wunsch, secy.-treas.; M. M. Botnick, sales mgr.; Emanuel Jacoby, adv. mgr.; J. Parlangelli, parts and access. mgr.; F. K. Flynn, chief engr.; A. Yuzzolino, pur. agt. **Det. Rep.**—Northland Equipment Co., 26000 W. 8 Mile rd., Detroit 19, Mich. **Adv. Agcy.**—Richard & Gunther, 15 W. 46th st., New York, N. Y.

SILVER VOGUE AUTO SEAT COVER CO., 6713 Fifth ave., Brooklyn 20, N. Y. Automobile seat covers, arm rest covers, static eliminators, Adheso steering wheel covers, auto secretaries and map cases. Irving Silver, owner.

SILVESTRI ART MFG. CO., 1147 West Ohio st., Chicago 22, Ill. Exhibits, convention and trade shows, point of sale displays, automotive displays and show room accessories, animation displays, single units and ensemble combinations, industrial displays. George G. Silvestri, pres.; Bernard J. Gorman, vice-pres., Samuel F. Kamin, compt.; Paul Miedell, works mgr. **Det. Rep.**—Sidney Seeley, 21151 Mack ave., Grosse Pointe Woods, Mich. **Adv. Agcy.**—Frederick C. Williams, 22 West Monroe st., Chicago, Ill.

SIMMONS FASTENER CORP., North Broadway, Albany, N. Y. Fasteners, transit case handles. Charles A. Simmons sr., pres.; Harry Rose, vice-pres., gen. mgr.; Charles A. Simmons jr., secy.-treas.; Charles H. Palmer, asst. mgr. **Det. Rep.**—W. T. Peterson Co., 16950 Harper ave. **Adv. Agcy.**—Fred Wittner Advertising Agency, 561 5th ave., New York, N. Y.

SIMONIZ CO., 2100 Indiana ave., Chicago 16, Ill. Car, floor and furniture appearance products, synthetic sponges. Elmer Rich, chmn. of bd.; Elmer Rich jr., pres.; Robert C. Shropshire, vice-pres. chge. of foreign oprns. and mktg.; Donald E. Cluck, natl. sales mgr.; Paul J. Greenfield, dir. of mdse.; C. Paul Amerman, prod. mgr., automotive prod.; Philip J. Cotugno, Neil Salemi, Fred A. Stroud, prod. mgrs., household; Hugh Rains, prod. mgr., commercial & household; Frank LeVett, sales prom. **Adv. Agcy.**—Young & Rubicam. Richard Treat, automotive acct. exec.; William Nagler, household acct. exec.

SIMPLEX TIME RECORDER CO., Successors to I.B.M. Time Equipment Div., S. Lincoln st., Gardner, Mass. Master clock systems, central control systems, Simplex and I.B.M. payroll recorders, time stamps, cost recorders, watchclocks, card racks and time cards. Sales and service throughout the U. S. Curtis G. Watkins, pres.; Paul S. Wells, vice-pres. chge. sales; Hilton Whiting, pur. agt.; Edward A. Morse, treas.; Julius Skamarycz, wks. mgr.; Dean P. Waite, adv. mgr.; Dana L. Vickery, chf. engr.; Harold E. Moore, traf. mgr.; Evan G. Peterson, serv. mgr.; **Det. Rep.** — J. Wayne Chrisman, Simplex Time Recorder Co., 7338 Woodward ave., Detroit 2, Mich.

SINCLAIR GLASS CO., Ceredo, W. Va. Automotive glass lens, stop and tail lamp lens. F. R. Hodges, pres.; L. W. Erdmann, vice-pres.; C. Jadrich, secy. **Sales Office**—646 N. Michigan ave., Chicago 11, Ill.

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SINKO MFG. & TOOL CO., 3135 Grand, Chicago 22, Ill. Automatic cigar lighters, bug deflectors, windshield ice scrappers, air speed indicator, steering wheel spinners, wind silencers, rear deck "Fin-Lite." John Sinko, pres.; H. O. Nielsen, secy.; Ed. Cody, sales mgr. **Det. Rep.**—W. A. Bill Strouse, Sandusky, O. **Adv. Agcy.**—Jacobson and Tonne, Chicago, Ill.

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SMASH-PROOF CO., 6000 State ave., Ashtabula, O. Garage creepers, garage creeper casters, mechanic's seat. Reed O. Hulbert, pres.

SMITH CORP., A. O., 3533 North 27th st., Milwaukee 1, Wis. Automobile and truck frames, control arms, petroleum and natural gas line pipe, pressure vessels, oil field deep well casing, domestic and commercial water heaters, electric motors, gasoline dispensing pumps and petroleum meters, welding machines and electrodes, glass protected steel crop storage and industrial storage units, glass-coated steel smokestacks. L. B. Smith, pres.; F. S. Cornell, exec. vice-pres.; Fred Mackey, vice-pres. mfg.; S. E. Wolkenheim, vice-pres. mktg.; W. W. Higgins, vice-pres. engr.; M. E. Morgan, vice-pres., procurement; R. H. Heilman, dir. of transpt.; A. F. Smith, dir. merch.; Norman Paulsen, dir. pub. rel. Automotive div.; U. T. Kuechle, vice-pres. in chge.; James F. Jones, mgr.; John R. Parker, dir. of sales and engr.; Richard A. Wendorf, gen. sales mgr.; W. G. Pierce, chief prod. engr. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap, Milwaukee, Wis. Monte J. Sanders, acct. exec.

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SMOOTH-ON MANUFACTURING CO., 572 Communipaw ave., Jersey City 4, N. J. Smooth-On iron cements, aluminum, brass cements and epoxy resin body repair compounds. Henry M. Silver, pres.; J. Haviland Tompkins, vice-pres., treas. and chief engr.; George G. Tennant jr., secy.; Henry M. Silver, pur. agt.; Joseph Gerwer, traf. mgr. **Adv. Agcy.**—Michel-Cather, Inc., 2 Park ave., New York 16, N. Y. William Cather III, acct. exec.

SNAP-ON TOOLS CORP., 8028 28th ave., Kenosha, Wis. Socket wrenches, metal tool boxes, open end wrenches, boxocket wrenches, pliers, punches and chisels, electric drills, sanders and bench grinders, electric and electronic engine testing equipment, miscellaneous hand tools and shop equipment items. Joseph Johnson, pres.; Rogers Palmer, V. M. Cain, A. Jensen, W. W. Daniel, vice-presidents; R. L. Grover, secy.; W. C. Nemitz, treas.; A. M. Jensen, works mgr.; Rogers Palmer, sales mgr.; John Conron, sales prom. mgr.; Geo. A. Smith, adv. mgr.; R. Knudsen, chief engr.; F. A. Tetzlaff, pur. agt.; R. W. Bacherer, asst.; W. J. Kazmer, traf. mgr. **Det. Rep.**—H. Landmesser, 93 Piquett ave. **Adv. Agcy.** — Bert S. Gittins Advertising, 739 N. Broadway, Milwaukee 2, Wis., George Reichert, acct. exec.

SNO-FLAKE PRODUCTS CO., 2485 Beaufait, Detroit 7, Mich. Compounds for wheel polishing, spray booth coating, spray booth water curtain. Metal drawing, dust control and paint stripping. Maurice D. German, pres., treas.; Thomas B. McCarthy, vice-pres., sales mgr.; Wayne Van Osdol, secy.; R. E. Cavanaugh, prod. mgr. **Det. Rep.**—Main office and plant, 2485 Beaufait, Detroit 7, Mich.

SNUGL WHEEL WEIGHT MFG. CO., P. O. Box 605, Kokomo, Ind. and 736 S. Greenleaf, Whittier, Calif. Wheel balancing weights for passenger cars, trucks and buses. Claude W. Mills, pres.; Ralph W. Mills, gen. mgr. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago 6, Ill.

SNYDER MFG. CO., 22nd and Ontario, Philadelphia 40, Pa. Auto antennas, exhaust extensions, bumper jax, hand trux. Benj. L. Snyder, partner; Gerson Snyder, partner; Dick Morris, sales mgr.; Robert McKay, pur. agt. **Adv. Agcy.**—Brooks & London, Philadelphia, Pa. Lew London, acct. exec.

SNYDER CORP., 3400 E. Lafayette, Detroit 7, Mich. Special machine tools. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; George H. Whitehouse, vice-pres.; Leo Gajda, vice-pres., engrg.; H. Purdy, pur. agt. **Adv. Agcy.**—Clark & Bobertz, Inc., 826 Fox bldg., Detroit 1, Mich. John Dow, acct. exec.

SOBENITE, INC., 1026 W. King st., South Bend 16, Ind. Automotive plastic and hardware products, custom injection molding. P. H. Sanders, pres. and gen. mgr.; Alex Dick, vice-pres.; D. H. Sanders, secy.; N. P. Bowsher, treas. **Det. Rep.**—Geo. Harper, 609 Stephenson bldg., W. Grand blvd., Detroit, Mich.

SOCIETE ANONYME CHRYSLER, 50 Rue de Naples, Antwerp, Belgium. Assembly plant. Passenger cars, trucks and marine engines. N. Kelley, jr., pres. of bd. and dir.; S. G. Keevill, managing dir. and dir.; A. Osterrieth, R. A. Winger, directors; J. A. Ramboux, treas.; H. B. Hindley, auditor.

SOCONY MOBIL OIL CO., 150 E. 42nd st., New York 17, N. Y. Gasoline, motor oil, heating fuel and other fuels, many other petroleum products. A. L. Nickerson, pres.; F. W. Bartlett, chmn. of bd.; H. J. Schmidt, Herbert Willetts, exec. vice-presidents; A. V. Danner, P. V. Keyser, jr., J. F. Seal, C. S. Teitsworth, F. H. Wilcox, sr. vice-presidents; D. R. Lamont, vice-pres.; V. B. Geibel, treas.; A. M. Sherwood, secy.; P. C. Salman, comptr.; J. J. Scott, gen. counsel; E. P. Fischer, P. H. LeFevre, A. G. McCausland, F. L. White, asst. treasurers; T. J. Lutz, J. J. McKay, A. F. Noble, J. H. Strohsahl, asst. secys.; W. M. Albert, W. V. Carver, H. D. Gasarch, W. W. Richardson, asst. comptrs.; G. E. Bowden, gen. auditor. **Adv. Agcy.**—Compton Advertising Agency, 261 Madison ave., New York, N. Y.

SO-LO JACK CO., INC., Oliver st., Attleboro, Mass. Automobile jacks, wunda wiper polishing cloths, top cylinder lubricators. Carl G. Larson, pres.; Ray E. Larson, vice-pres.; Lambert F. Larson, secy.; C. W. Cederberg, treas., gen. mgr.; R. W. Cederberg, sales mgr.

SOLROL MFG. CO., Box 5454, Chicago 80, Ill. Roll away sunshade for use on the inside of an automobile. B. J. Connon, pres.; **Adv. Agcy.**—Slauf Advertising Agency, Chicago, Ill. F. Slauf, acct. exec.

SOMMER AND MACA GLASS MACHINERY CO., 5501 West Ogden ave., Chicago 50, Ill. Auto glass machinery; auto glass tools. Kurt Sommer, pres.; Paul Maca, vice-pres., secy., treas.; M. A. Marrone, gen. mgr.; H. W. Rathburn, sales mgr.; C. J. Polansky, asst. sales mgr.; R. H. Lynch, adv. mgr.; J. G. Kilker, chief engr.; Paul Kudell, pur. agt.; Frank Kullo, traf. mgr. **Adv. Agcy.**—Merchandising Advertisers, Inc., 308 West Washington st., Chicago 6, Ill. Fred Ohlrich, acct. exec.

SONORA ELECTRONICS, INC., 325 N. Hoyne ave., Chicago 12, Ill. Television receivers and electronic organs. Earl W. Muntz, pres.; Frank Atlass, secy.-treas.; Rex Wilson, chf. engr.; R. Tamillo, pur. agt.

SONOTONE CORPORATION, Elmsford, N. Y. Nickel-cadmium battery. Irving I. Schachtel, pres.; Dr. L. Grant Hector, vice-pres. and dir. tech. oprns.; J. J. Christophel, secy.; George T. Sotel, treas.; John J. Gresko, works mgr.; Eugene F. Murphy, sales mgr.; Leonard Kane, adv. dir.; John J. Downs, pur. agt. **Adv. Agcy.**—Doherty, Clifford, Steers & Schenfield, New York, N. Y. Robert Timmerman, acct. exec.

SORENSEN MFG. CO., INC., 32-31 57th st., Woodside 77, N. Y. Automotive ignition parts, battery cables and wire, carburetor kits and parts. H. C. Sorensen, pres., treas.; S. G. Sturgis, vice-pres., sales mgr.; A. E. Keisen, secy.; H. Greenfield, gen. mgr.; J. S. Soltys, works mgr.; T. F. Sweeney, pur. agt. **Adv. Agcy.**—Picard, Marvin, Inc., New York, N. Y.

SOSS MANUFACTURING CO., 21777 Hoover rd., Detroit 13, Mich. Automotive hinges, door, hood, rear deck; invisible hinges, automotive and special stampings. Samuel Soss, pres.; Harold Marko, vice-pres., dir. of sales; Stanley Disher, secy.; Eugene Ellison, sales mgr.; Carl O. Mackenzie, sales rep.; Frank Wambold, chief engr.; William Shulman, pur. agt.; Thomas Richardson, traf. mgr.; E. Muhme, pub. rel. mgr.

SOUTH BEND WOOD PARTS, INC., 1344 W. Sample st., South Bend 21, Ind. Export shipping boxes, pallets, custom wood parts, automotive, industrial and agricultural wood parts. D. H. Sanders, pres. secy.; N. S. Bowsher, vice-pres. and treas.; P. E. Gerber, prod. mgr.; Wm. M. Leslie, pur. agt.; Arthur W. Wilson, sales mgr.

SOUTHERN FIBER GLASS PRODUCTS, P. O. Box 5296, Orlando, Fla. Fiber glass pick-up truck cover. W. E. Akers, pres.; G. H. Akers, vice-pres.; Robert A. Fradd, secy. **Adv. Agcy.**—Jerry King —King Studios, 239½ Boone, Orlando, Fla.

SOUTHERN FRICTION MATERIALS CO., Box 1475 Charlotte 1, N. C. Woven asbestos brake lining, molded asbestos brake lining. Howard Snow, pres.; Donald Clark, exec. vice-pres., secy.; F. L. Johnston, vice-pres.; Homer R. Orren, treas. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C. I. T. Ayer, acct. exec.

SOVEREIGN PLAN, INC., THE, 2241 S. Indiana ave., Chicago 16, Ill. Service customer follow-up and promotional programs, including record of activity; direct mail advertising for service and new car sales prospecting. Samuel R. Stiefel, pres.; Marvin D. Lee, secy.-treas.

SPACE SAVING EQUIPMENT CO., INC., 160-18 27th ave., Flushing 58, N. Y. Steel shelving, automotive parts bins, storage cabinets, clothing lockers. Daniel M. Schwartz, pres.; Ruth Schwartz, secy.-treas., adv. mgr.

SPARKLER MFG. CO., Lake ave., Mundelein, Ill. Gasoline filters for pass. cars and trucks. A. C. Kracklauer, pres.; C. W. Mills, sales mgr., automotive div. **Adv. Agcy.**—Kreicker & Meloan Co., Chicago, Ill.

SPARTON AUTOMOTIVE DIV., The Sparks-Withington Co., 50 W. North st. Jackson, Mich. Air and electric horns (automotive and marine warning signals), horn relays, directional signal lamps, self-cancelling directional signal switches, clearance lamps; stop, fog, dome and backup lights, rear view truck mirrors, safety belts. John J. Smith, pres.; John Towler, vice-pres., gen. mgr.; L. S. Peirce, secy.; M. E. Rice, asst. treas.; J. J. Bigelow, sales mgr.; jobber div., adv. and sales prom. mgr.; Carl E. Johnson, sales mgr., mfrs. div.; Lloyd Ball, pur. agt.; Robert L. Dent, chief engr.; E. J. Burkart, traf. mgr. **Adv. Agcy.**—The Jaqua Co., Grand Rapids 2, Mich. Gus Richter, acct. exec.

SPEAKER CORP., J. W., 3059 N. Weil st., Milwaukee 12, Wis. Vulcanized tube repairs, vulcanizing outfits, tire, casing patches, rubber tire rivets, cold patch kits, tubeless tire repairs, splash guards, 360° revolving warning lights, car and truck mirrors, clearance marker and identification lamps, directional signals, school bus warning light kits, backup lights, stop and tail lights, reflectors, hand brake signal lights. J. W. Speaker, pres., treas. and gen. mgr.; John A. Speaker, vice-pres.; Otto Stuypan, secy.; J. L. Faust, pur. agt.; C. Gutowsky, traf. mgr. **Adv. Agcy.**—Pescheck Advertising Agency, Milwaukee.

SPECIALIZED BUSINESS SERVICES, INC., 1610 West 5th ave., Pomona, Calif. Personalized follow-up programs for new and used car and truck sales. M. Pastrone, pres.

SPECIAL PRODUCTS DIVISION, American Motors Corp., 12155 E. Vernor hwy., Detroit 15, Mich. (See **AMERICAN MOTORS CORP.** listing).

SPEED-O-MOTIVE PISTON MFG. CO., 9714 E. Garvey ave., El Monte 55, Calif. Aluminum and magnesium alloy pistons for all engines, high compression and made to order pistons are a specialty, superchargers for automobiles. Nelson Taylor, pres.; D. Leeper, gen. mgr.

SPEE-FLO CO., 6614 Harrisburg blvd., Houston 11, Tex. Complete line of automotive and industrial hot spray painting equipment. G. S. Levey, pres.; S. F. Harvey, gen. mgr.; Z. Shay, traf. mgr. **Adv. Agcy.**—Darwin-Clark Adv. Agency, Houston, Tex. Knight Rector, acct. exec.

SPEEDI-DRI DIV. Minerals & Chemicals Corp. of America, Menlo Park, N. J. All-purpose industrial oil and grease floor absorbent. Charles A. Specht, pres.; Alfred G. Blake, exec. vice-pres.; Robert J. Brockman, treas.; Melvin C. Flint, secy.; O. E. Hempel, sales mgr.; Larry M. Mank, asst. sales mgr.; Robert W. Wilkerson, adv. and pub. rel. mgr. **Adv. Agcy.**—Richardson, Thomas & Bushman, Inc., Philadelphia, Pa. John Osterman, acct. exec.

SPEN AND CO., HENRY, 1905 Pitkin ave., Brooklyn 7, N. Y. Trailers, truck bodies, engine stand, loading ramps, steel fabrication. Seymour Spen, pres.; L. F. Brinster, vice-pres.; Monroe Spen, treas.; F. J. Sherman, asst. gen. mgr.; Wm. Rouleau, plant supt.; E. Salvi, sales mgr.; A. M. Pavane, chief engr.; M. Gradstein, pur. agt.; L. Friend, traf. mgr.

SPENCER MFG. CO., Plant, Spencer, O. Sales Office: 20 N. Wacker dr., Chicago 6, Ill. Automotive replacement axles, industrial shafts, upset forgings and trailer axles. D. J. Donovan, pres., gen. mgr.; A. H. Morse, vice-pres., sales mgr.; B. Merry, sales rep.

SPENCER-SAFFORD LOADCRAFT, INC., East City, Augusta, Kans. Truck-trailers, fifth wheels, truck-trailer axles, air ride spring suspensions for trucks and trailers, truck-trailer brakes, aircraft components. E. S. Safford, chmn. of bd.; L. E. Weiss, pres.; Warren Hoffpauir, secy. and treas.; J. C. Moellinger, vice-pres. and gen. mgr.; Velmo Johnson, chief engr.; L. Pennington, pur. agt. **Adv. Agcy.** — Associated Advertising Agency, Wichita, Kans. Preston Huston, acct. exec.

SPLINE MASTER PRODUCTS CO. & SPLINE MASTER SALES ENG., 18401 E. Warren, Detroit 36, Mich. Adjustable spline arbors, gear chucks, fixtures and gages. E. Graham and Dale Smith, sales mgrs.

SPONGE PRODUCTS, Div. B. F. Goodrich Co., Shelton, Conn. All types automotive sponge rubber—molded forms, stripping, cord, tubing, sheet and pads; die-cut shapes and forms; foam rubber for cushioning; rubberized curled hair. William R. Todd, pres.; J. M. Montefalco, gen. mgr.; John J. Corrigan, adv. mgr.; Robert G. Nicol, pur. agt.; E. O'Connell, traf. mgr. **Det. Rep.** — Banian Corp., New Center bldg., Detroit. **Adv. Agcy.**—Cunningham & Walsh. Roy Gorski, acct. exec.

SPRAGUE DEVICES, INC., 500 Huron st., Michigan City, Ind. Air pressure type windshield wiper motors and equipment. Air powdered small parts cleaners. C. A. Sprague, chmn. of bd. of dir.; James F. Sprague, pres.; Frank Sprague, exec. vice-pres., secy.-treas., gen. mgr.; William Breed, wks. mgr.; L. E. Vogt, sales mgr., adv. and sales prom. mgr.; R. F. Jaske, chf. engr.; H. O. Tietzer, pur. agt. **Adv. Agcy.**—Tri-State Advertising Co., Inc., Warsaw, Ind. Wm. Kreicher, acct. exec.

STADRI PRODUCTS CO., 147 6th ave., Whitestone 57, N. Y. Metal fraternal, professional and civic car emblems. I. Schepetin, pres. **Adv. Agcy.**—Diener & Dorskind, 147 W. 42nd st., New York, N. Y. Mr. Stern, acct. exec.

STAHL METAL PRODUCTS, INC., 4750 W. 160th st., Cleveland 35, O. Public utility, truck bodies and associated equipment. C. J. Stahl, pres.; R. Hull, sales mgr.; John Hay, secy.-treas.; Joe Mitchell, asst. secy., treas.; C. E. Geiger, gen. mgr.; Bedford Forrest, works mgr.; John Snider, pur. agt.; Everett Marra, engr. **Adv. Agcy.**—Sweeny and James, 510 Bulkley bldg., Cleveland 15, O. John Sorrell, acct. exec.

STANDARD AUTOMOTIVE PARTS CO., 660-668 Nims st., Muskegon, Mich. Woodruff, machine and special keys, valve stem guides, ductile iron castings and parts. W. D. Carter, pres.; L. T. Girdler, jr., vice-pres.; C. D. Cooper, works mgr.; A. Martin, chf. engr.; F. Mielke, treas. **Adv. Agcy.**—C. R. Gay Advertising Service, Muskegon, Mich.

STANDARD COTTON PRODUCTS CO., Camden at Ossington, Flint 1, Mich. Automobile pads, cotton, and jute and insulation. Robert N. Green, pres.; Milton G. Warren, Charles L. Dodge, vice-presidents; Ellis H. Warren, secy.-treas., gen. mgr.; Milton G. Warren, pur. off.; Charles L. Dodge, pub. rel. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit.

STANDARD EQUIPMENT DIV., Dana Corp., 253 Waggoner blvd., Toledo 1, O. Universal joints, clutches, clutch plates, drive lines, transmissions, P. T. O. joints, axles and powr-lok. N. A. Moore, gen. mgr.; F. A. Saltzgiver, mgr. distributor sales; F. B. Graper, mgr. ind. acct. sales. **Det. Rep.**—Murry Foster, 1307 Whittier st., Ypsilanti, Mich. **Adv. Agcy.**—The Allman Co., Detroit, Mich. Dick Allman, acct. exec.

STANDARD FORGE & AXLE CO., INC., P. O. Box 309, Montgomery 2, Ala. Trailer axles, brakes, hubs, brake drums, spring suspensions, forgings. John G. Hagan, pres., treas.; L. H. Waller, secy.; H. R. Silver, gen. mgr. W. R. McBride, works mgr.; J. A. Rumbley, sales mgr.; James A. Dillard, adv. mgr.; V. R. Ferguson, pur. agt. **Adv. Agcy.**—James Adv. Co., Montgomery, Ala.

STANDARD MOTOR PRODUCTS, INC., & HYGRADE PRODUCTS DIV., 37-18 Northern blvd., Long Island City 1, N. Y. Ignition products, auto-electrical products, wire and cable, carburetor kits, speedometer cable and casing. Elias Fife, chmn. of bd.; Bernard Fife, pres., treas.; N. L. Sills, vice-pres., secy.; J. Y. Kenny, sales mgr.; A. Roffman, adv. mgr.; I. Beck, pur. agt.; F. Adler, chf. engr. **Adv. Agcy.**—Friend, Reiss Advertising, New York, N. Y. H. Reiss, acct. exec.

STANDARD OIL CO. (Indiana), 910 S. Michigan ave., Chicago 80, Ill. Petroleum products. F. O. Prior, pres.; David Graham, financial vice-pres.; Earl W. Russell, secy.; W. A. Culin, treas.; A. C. Sailstad, gen. mgr.; W. I. Nunn, adv. mgr.; R. B. Irons, asst.; D. A. Monro, mgr. of pur.; Don Campbell, pub. rel. mgr. **Det. Mgr.**—A. V. Fraser, 321 W. Lafayette st., Detroit 26, Mich. **Adv. Agcy.** — D'Arcy Advertising Co. and Batten, Barton, Durstine & Osborn, Chicago, Ill.

STANDARD OIL CO. OF CALIFORNIA, WESTERN OPERATIONS, INC., a management company operating on behalf of Standard Oil Co. of Calif. all the physical properties and business and associated services of Standard of Calif., other than those of the foreign trade and office buildings departments, those of aircraft services and those managed by California Shipping Co., 225 Bush st., San Francisco 20, Calif. Chevron gasolines, starting fluid and standard diesel fuels. RPM motor oils and greases. E. J. McClanahan, chmn. of bd.; H. G. Vesper, pres.; F. C. Loomis, B. W. Pickard, Fred Powell, J. E. Toussaint, S. W. Totten, vice-presidents; K. W. Kendrick, reg. vice-pres. (Southern Calif.); G. M. Foster, secy.; H. C. Judd, treas.; C. B. Chantler, compt.; J. P. Bowman, asst. secy.; E. A. Hansen, asst. secy.; J. S. Tate, asst. treas.; W. A. McAfee, gen. sales mgr., whlse.; L. E. Hunt, L. W. Aubry, asst. gen. sales mgrs., whlse.; G. C. Briggs, gen. sales mgr., retail; W. B. Wright, asst. gen. sales mgr., retail; M. A. Mattes, mgr. adv. dept.; F. R. Roper, asst. mgr. adv. dept.; W. H. Klarquist, mgr. pur. and stores dept.; A. D. Carleton, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, San Francisco, Calif. C. E. Hale, acct. exec.

STANDARD PRESSED STEEL CO., Jenkintown, Pa. Socket screw products, dowel pins, shop desks, self-locking nuts, tool stands and cabinets, pressure plugs, steel stools, spring-pins, storage walls, work benches, shelving and storage cabinets. H. Thomas Hallowell jr., pres.; William I. Kryder, vice-pres., secy.; James V. Lester, vice-pres., treas.; A. W. Scott, adv. dir.; J. L. Harris, chief engr.; J. P. Moorehouse, pur. agt. **Det. Rep.**—Daniel F. Hulgrave jr., 4030 W. Outer dr., Detroit 21, Mich. **Adv. Agcy.** —Gray & Rogers, Philadelphia, Pa. H. R. Hallowell, acct. exec., fasteners only. Arndt, Preston, Chapin, Lamp & Keen,

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STANDARD REGISTER CO., 626 Albany st., Dayton 1, O. Business forms and mechanical devices. M. A. Spayd, pres.; K. P. Morse, exec. vice-pres. and gen. mgr.; F. W. Stein, vice-pres. mfg.; John T. Davidson, vice-pres. engrg.; R. Zinn, vice-pres., mktg.; L. J. Ertel, treas.; John Neth, secy.; J. F. Robinson, dir. adv. and pub. rel.; J. E. Romig, adv. mgr.; M. F. Hyer, sales prom. mgr.; George Lebert, pur. agt. **Det. Rep.**—J. G. McDowell, 10531 W. McNichols rd. **Adv. Agcy.**—Don Kemper Co., Inc., Dayton, O. J. D. Parker, acct. exec.

STANDARD STEEL SPECIALTY CO., Beaver Falls, Pa. Machine keys, Woodruff keys, taper pins, machine racks, elevator guides. James B. Jamison, chmn. of bd.; Thomas P. Wagner, pres.; S. Keith Riddle, secy.-treas.; Calvin Beatty, works mgr.; J. A. Jackson, vice-pres., sales mgr. **Det. Rep.**—A. T. Thompson, 3049 E. Grand blvd., Detroit 2.

STANDARD-THOMSON CORP., 175 Ipswich st., Boston 15, Mass. Thermostats, temperature control devices. R. N. Webster, chmn. of bd.; J. E. Woods, pres.; F. J. Howe, vice-pres., compt.; F. E. Weller, secy.-treas.; W. H. Kerrigan, chf. engr. automotive div.; W. R. Schurene, sales mgr., automotive div. **Det. Rep.**—L. M. Payne Co.

STANDARD-TRIUMPH MOTOR CO., INC., 1745 Broadway, New York 19, N. Y. Importer of Triumph sports cars, sedans and estate wagons, mfg. by The Standard Motor Co., Ltd., Coventry, England.

STANDARD TUBE CO., 24400 Plymouth rd., Detroit 39, Mich. Welded steel mechanical tube, boiler tube; welded stainless steel tube. S. L. Willis, pres. and gen. mgr.; R. E. Hoover, executive vice-pres.; L. M. Hogan, vice-pres., sales and adv. mgr.; M. H. Cosgrove, secy.-treas.; B. S. Wiseman, vice-pres. mfg.; T. F. Marlow, vice-pres. of engrg.; W. H. Linow, mgr. of orders; R. C. Ofenstein, chief engr.; J. Walton, pur. agt.; J. Goodfellow, pub. rel. mgr. **Det. Rep.**—Home office. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich. D. Gordon, acct. exec.

STANLEY CO., INC., JOHN T., 626-662 W. 30th st., New York 1, N. Y. Car washes, auto soaps, polishes, brake liquids, radiator compounds, etc. A. T. Stanley, pres. and treas.; J. T. Stanley, secy.; N. S. Dahl, gen. mgr.; F. E. Finlay, works mgr.; Norman F. Dahl, sales mgr.; H. Green, chief engr.; B. J. Adams, pur. agt. **Adv. Agcy.**—Picard, New York City, N. Y. R. A. Picard, acct. exec.

STANT MFG. CO., INC., 1620 Columbia, Connersville, Ind. Electroplaters, designers, metal products. K. E. Stant, pres.; I. H. Stant, vice-pres.; Harold E. Hassler, vice-pres., mgr. jobbing div.; T. G. Thurston, treas.; E. R. Bowden, gen. mgr. and sales mgr.; L. A. Bohlander, supt.; L. J. Smith, chief engr.; R. J. Wright, pur. agt. **Det. Rep.**—W. H. Garrett, 403 Basso bldg.

STAPUT COVER CO., P. O. Box 102, Muskegon, Mich. Paper disposable floor mats, mechanic work covers, numeral systems, windshield banners, windshield price signs. R. E. Hartz, pres.; A. J. Meeusen, secy.-treas. **Det. Rep.**—H. E. Barnum, 1441 Lakewood ave., Detroit.

STA-PUT SIGNS CORP., 295 Fifth ave., New York 1, N. Y. Self-adhering, interchangeable, reuseable plastic auto merchandising banner kits, trade name kits, year and pricing kits, windshield mounting plaques, and used car trade marks. H. Pepper, pres., pur. agt., gen. mgr. and traf. mgr.; J. Pepper, vice-pres., treas., adv. sales, sales prom. and pub. rel. mgr.; Martin Pepper, secy. **Adv. Agcy.**—Marwell Advertising, New York, N. Y. W. Weltman, acct. exec.

STAR MACHINE & TOOL CO., 201 Sixth st., S. E. Minneapolis 14, Minn. Brake relining machines, brake lining appliers, bonded brake lining de-bonders, Star Hydro-Lift cranes, brake drum lathes. A. O. Wisti, owner; Alan T. Jandro, vice-pres. sales; W. E. Wisti, gen. mgr.; M. D. Wisti, chf. engr. **Adv. Agcy.**—Wm. Baxter Agency, Minneapolis, Minn.

STARRETT CO., L. S., Crescent st., Athol, Mass. Mechanics' hand measuring tools, precision instruments, hack saws, band saws, dial indicators, steel tapes, precision ground flat stock. A. H. Starrett, pres.; D. R. Starrett, exec. vice-pres.; C. O. Newton, vice-pres. and dir. of sales; W. F. Findlay, treas.; C. G. Nordmark, adv. mgr.; A. E. Williams, chief engr.; C. B. McMillan, pur. agt.; G. F. Kugler, traf. mgr. **Det. Rep.**—D. M. McDonald. **Adv. Agcy.**—Walter B. Snow & Staff, Boston, Mass. Harold Bugbee, acct. exec.

STEEL BUILDERS, INC., Joy rd., P. O. Box 5157, Columbus, Ga. "Karshow" and "Autorama"—prefabricated steel automobile display shelters; "Dixisteel" buildings—prefabricated steel buildings. W. B. Joy, pres., gen. mgr.; W. H. Mullin, vice-pres., pur. agt.; R. W. Mullin, secy., chief engr.; W. E. Joy, treas.; Olan Polston, works mgr.; C. H. Byram, sales mgr.; L. Tanner, parts & acc. mgr. **Adv. Agcy.**—Lowe and Stevens, Atlanta, Ga. Wm. Lowe, acct. exec.

STEIN BROS. MFG. CO., INC., 1401 W. Jackson blvd., Chicago 7, Ill. Safety belts and shoulder harness. Leo Stein, pres.; Edward Stein, vice-pres.; Margaret Small, secy.; Edward Stein, treas. **Adv. Agcy.**—Phil Gordon Agency, 23 E. Jackson blvd., Chicago, Ill. Phil Abrams, acct. exec.

STEPHENSON INDUSTRIES, INC., 548 E. Fort st., Detroit 26, Mich. Formerly J. O. Stephenson Fdry. & Mfg. Co. Steprauic transmission jacks, engine supports, special service tools, auto parts for O. E. M. and replacement. J. O. Stephenson, pres.; J. H. Hillis, gen. mgr.

STERLING ALUMINUM PRODUCTS, INC., 2600 North Third, st. Charles, Mo. Aluminum pistons and castings, conformatic pistons. Elroy W. Bromwich, pres., treas.; R. W. Spencer, vice-pres., sales; Henry A. Jubel, vice-pres., engr. and prod.; Daniel Bartlett, secy.; John A. Meyer, asst. secy.; William Burton, chief engr.; Greg Barac, pur. agt. **Det. Reps.**—Gregor Affleck, B. Gratz Brown, P. L. Kimball, mgr. **Adv. Agcy.**—Lynch, Hart & Stockton, Clayton, Mo. R. C. Lynch, acct. exec.

STERLING PRODUCTS CO., INC., St. Paul, Minn. Custom tailored clear plastic, terry cloth and denim seat covers, travel bags. Sherman W. Blumstein, pres.; Fred Grothe, vice-pres., chge. of mfg.; Milton Rutman, sales mgr. **Adv. Agcy.**—B. E. Fischbein, Minneapolis, Minn. B. E. Fischbein, acct. exec.

STEVENS, FREDERIC B., INC., 1800 18th st., Detroit 16, Mich. Foundry supplies and equipment, metal finishing supplies and equipment. W. J. Cluff, pres.; A. B. Hoefer, vice-pres.; Frank Watt, gen. sales mgr.; J. A. Ridderhof, prod. mgr.; E. J. Passman, foundry sales mgr.; G. Cummings, metal finishing sales mgr.; D. Swaninger, buffing composition sales mgr.; William G. Anderson, adv. mgr.; J. Barton, chief engr.; A. D. Hummel, pur. agt.; E. F. Foster, traf. mgr. **Adv. Agcy.**—The Jaqua Co., Detroit 26, Mich. R. W. Zarker, Detroit mgr.

STEVENS & CO., INC., J. P., 1460 Broadway, New York 36, N. Y. Body, carpet, bolster, convertible top and headlining fabrics. **Det. Rep.**—G. A. Brown, automotive and industrial fabric sales, J. P. Stevens & Co., Inc., 803 W. Eleven Mile rd., Royal Oak, Mich. **Adv. Agcy.**—Bryan Houston, Inc., 730 Fifth ave., New York 19, N. Y. J. Craig Clark, acct. exec.

STEWART COACH INDUSTRIES, INC., Box 217, Bristol, Ind. Mobile homes. Stewart F. Gardner, pres.; Dale L. Gardner, vice-pres.; Laura Gardner, secy., treas.; Ken Kosteiny, sales mgr.; Juanita Reed, pur. agt.; Carol Bickel, traf. mgr. **Adv. Agcy.**—Lincoln Carter, Advertising, South Bend, Ind.

STEWART-WARNER CORP., 1526 Diversey pkwy., Chicago 14, Ill. Lubrication systems, equipment, lubricants, wheel balancers, wheel alligners, instruments (panels, speedometers, gauges, tachometers). J. S. Knowlson, bd. chmn.; Bennett Archambault, pres.; W. A. Brown, vice-president., Alemite and Instruments div.; A. H. Busch, secy.; Fred Kirch, treas.; Gus Treffeisen, sales mgr., (Alemite div.); Frank Peacock, sales mgr., instruments (distribution div.); L. L. Robb, sales mgr., (wholesale Alemite and instruments); E. N. Robinson, mgr. mktg. div.; F. R. Cross, dir. of adv. (Corp.); J. R. Reinsma, sales mgr. (Ind. Alemite); W. J. Hawkins, serv. mgr.; R. F. Burke, adv. mgr. (Alemite and instruments); E. N. Osterberg, dir. of pur.; R. C. Stockton, traf. mgr.; C. W. (Ted) Grange, pub. rel. mgr. **Det. Mgr.**—Earl Fiene, 10140 W. McNichols rd., Detroit, Mich. **Adv. Agcy.**—MacFarland-Aveyard Co., Chicago, Ill. Robt. Byars, acct. exec.

STEWART WARNER CORP., South Wind Div., 1514 Drover st., Indianapolis 7, Ind. Automotive, aircraft and missile heat transfer equipment. A. R. Collins, corp. vice-pres., gen. mgr.; E. L. Conn, works mgr.; W. D. Lannin, comm. prod. sales mgr. and serv. mgr.; D. A. Potter, military prod. sales mgr.; W. E. Larsen, adv. and sales prom. mgr.; F. A. Ryder, mgr. comm. prod. dept.; P. L. Ostler, pur. agt.; F. H. Morgenthaler, traf. mgr.; P. A. Johnson, pub. rel. mgr. **Det. Rep.**—R. G. Stubbs, 14626 Rosemont ave., Detroit, Mich. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. James Rast, acct. exec.

STIMSONITE, Div. of Elastic Stop Nut Corp. of America, 3445 N. Kimball ave., Chicago 18, Ill. Injection molders of Stimsonite reflex reflectors, automotive lenses, precision optical lenses, nylon and polyethylene parts, vacuum metallizing and decorating. W. F. McGuinness, pres.; I. J. Mack, vice-pres.; H. A. Doolittle, gen. mgr.; S. A. Heenan, chief engr.; E. A. Peterson, sales mgr.; R. I. Nagel, prod. dev. engr.

STOKES TAX CONTROLS, INC., 506 E. 118th st., New York 35, N. Y. Tax and business bulletins for automobile dealers since 1932 and publishers of "Stokes Tax Controls" for automobile dealers. A. A. Lally, vice-pres., editor and gen. mgr.; M. H. Cochrane, vice-pres. and assoc. editor; K. H. Clune, secy., subscrip. mgr.

STORM-VULCAN, INC., 2225 Burbank st., Dallas 19, Tex. Crankshaft grinder, connecting rod grinder, connecting rod boring machine, piston grinder, cylinder boring bar, connecting rod aligner, connecting rod press, cylinder boring plates, kotafin polishing machines, Turbo blast washing machines, camshaft grinder, cylinder block head milling machine crankshaft straightening press, cylinder boring plates for angle blocks, crankshaft centering lathe, magnetic crack detector, transmission test stand, engine run-in and test stand, luberite processing unit. Sanford A. Johnson, pres.; J. A. Carlson, sales mgr.; S. L. Asher, mgr., Turbo-Blast div.; William E. Wolf, chf. engr.

STRAHMAN VALVES, INC., 16 Hudson st., New York 13, N. Y. Water saver spray nozzles for car washing, hose stations for car washing. Herman Strahman, pres.; Theodore Strahman, vice-pres. and secy.; Herman Strahman jr., treas. and works mgr.; Ralph D. Jaegle, gen. mgr.; Dietrich Strahman, sales and adv. mgr.; Henry Strahman, chief engr.; Ralph D. Jaegle, pur. agt. **Adv. Agcy.**—Picard Agency, 48 East 43rd st., New York City. D. Picard, acct. exec.

STRAN-STEEL CORP.; unit of National Steel, Ecorse, Detroit 29, Mich. Steel buildings for industry, Stran-Steel framing. Charles LeB. Homer, pres.; C. V. Blackburn, vice-pres., sales; A. F. Dries, adv. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich.

STRATTON EQUIPMENT CO., 2030 East 105 st., Cleveland 6, O. Portable hydraulic floor cranes, truck mount cranes, tailgate loaders, carburetor throttle controls, side loaders (for trucks), pumps, valves, oil flow regulators. R. R. Stratton, pres., treas., gen. mgr.; Daniel B. Ford, vice-pres., secy.; V. H. Franzen, asst. secy., pur. agt.; Kenneth Chadock, parts and acc. mgr. **Adv. Agcy.**—Paul E. Warren Advertising, Cleveland, O. Paul Warren, acct. exec.

STRELINGER CO., THE CHAS. A., 31866 Van Dyke ave., Warren, Mich. Distributor of machine tools and industrial supplies. V. Lee Edwards, pres.; John N. Failing, vice-pres.; Horace Maynard, secy.; G. Lincoln Gibson, treas.

STRICK TRAILERS, Div. Fruehauf Trailer Co., P. O. Box 5037, Philadelphia 11, Pa. Commercial trailers. C. Bradford Sheppard, pres.; Solomon Katz, pres.; Gene Hindin, vice-pres.; Phil Orzeck, gen. sales mgr.; B. Rensel, mgr. used trailer sales; Martin Bachman, comptr.; Joseph Raffa, plant supt.; Joe Rubin, pur. agt.; Arthur Schwartz, parts mgr.; Charles Bohlen, dir. engrg.; Bob Hitch, chief engr.

STROM STEEL BALL CO., Erwin, Tenn. Precision steel balls. R. S. Strom, pres.; R. G. Ely, secy.-treas.; H. C. Lawrence, sales and adv. mgr.; **Adv. Agcy.**—Merrill McEnroe & Assoc., Chicago, Ill. William Merrell, acct. exec.

STROMBERG TIME CORP., 18932 W. McNichols rd., Detroit 19, Mich. Time recorders, time stamps, clock systems, clocks, program instruments, transacter systems. J. F. Carr, exec. vice-pres.; R. A. Hunter, vice-pres., sales mgr.; A. E. Jackson, adv. mgr., sales prom. mgr.; M. J. Dragich, C. J. Schearer, co-branch mgrs., Detroit.

STROMBERG-CARLSON CO., Div. of General Dynamics Corp., Special Products Div., 1400 N. Goodman st., Rochester 3, N. Y. Electronic and communication equipment, including auto radios and speakers. R. C. Tait, pres.; A. G. Schifino, vice-pres., gen. mgr.; H. G. Wood, prod. mgr.; R. B. O'Brien, gen. sales mgr.; C. Kenneth Juno, adv. mgr.; R. W. Yeager, pur. agt.; L. A. Schur, traf. mgr.; S. H. Manson, dir. pub. rel. **Adv. Agcy.**—Charles L. Rumrill & Co., Rochester, N. Y. Neil Gallagher, vice-pres., acct. exec.

STUBNITZ GREENE CORP., 404 Logan st., Adrian, Mich. Automotive seat cushion and back spring assemblies, mechanical springs, plastics powders, electric motor control switches, refrigeration products (condensers and evaporators). M. Stubnitz, pres.; L. J. Stern, exec. vice-pres.; C. H. Havill, asst. to exec. vice-pres.; J. E. McLean, vice-pres., engrg.; R. J. Fleming, vice-pres., pur.; M. J. Palmer, vice-pres. and works mgr.; R. N. Scott, vice-pres., sales; W. C. Lok, treas.; L. J. Albro, asst. treas.; C. Johnson, contr., asst. treas.; R. R. Crowe, secy.; C. A. Marks, asst. secy.; H. E. Bournes, master mech.; G. F. Heroy, vice-pres., Reynolds Spring Div.; J. E. Hull, vice-pres., Reynolds Chem. Div.; J. J. Calvert, mgr. ind. rel. **Det. Rep.**—605 Basso bldg., 7338 Woodward ave., Detroit, Mich.

STUDEBAKER HYDRAULIC PRODUCTS CO., 1733 N. 33rd ave., Melrose Park, Ill. Hydraulic and air hydraulic heavy duty vises to 7 tons, air-hydraulic presses to 10 tons, straight hydraulic presses to 20 tons. D. L. Hoxworth, pres., dir. of sales; Clifton C. Hoxworth, secy.-treas. **Adv. Agcy.** — Jacobsen & Tonne Adv. Agency, Chicago, Ill.

STUDEBAKER-PACKARD CORP., 635 S. Main st., South Bend, Ind. Harold E. Churchill, pres.; A. J. Porta, exec. vice-pres.; R. A. Hutchinson, vice-pres. and gen. mgr. export oper.; S. A. Skillman, vice-pres. and gen. sales mgr.; M. L. Milligan, secy. and gen. counsel; A. E. Gotsch, treas.; Byers Burlingame, comptr.; E. J. Hardig, chief engr.; Duncan McRae, dir. of styling; A. D. Whitmer, gen. mfg. mgr.; John Soelch, dir. of purchases; C. M. MacMillan, dir. of ind. rel.; R. B. Bender, parts and serv. mgr.; Gordon Grundy, pres., Studebaker-Packard of Canada, Ltd. **Adv. Agcy.**—D'Arcy Advertising Co., Inc.

STYLECRAFT AUTOMOTIVE, 650 S. Clarence, Los Angeles 23, Calif. "Hollywood" custom rear wheel mount, "Regal" station wagon luggage rack, tire cover rings and face plates, license lights, bumper guards, hot rod fenders. Dave Berman, pres.; Stanley Berman, gen. mgr. and pur. agt.; D. Monsen, secy., treas.; L. Woolley, cr. mgr.; K. Reilly, sales mgr.

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SUN OIL CO., 1608 Walnut st., Philadelphia 3, Pa. Motor fuels, motor oil and other refined petroleum products. Joseph N. Pew jr., chmn. bd. of dir.; Robert G. Dunlop, pres.; Jno. G. Pew, vice-pres. prod.; Clarence H. Thayer, vice-pres. mfg.; Frank R. Markley, vice-pres. trans.; W. W. Wright, vice-pres. mktg.; John C. Agnew, secy. and treas.; Donald P. Jones, compt.; T. S. Horrocks, gen. sales mgr.; William M. Schmitt, gen. mgr. adv. dept.; Geo. M. Closs, dir. engr.; Raymond H. Anders, dir. of pur.; Lee A. Christiansen, gen. traf. mgr.; Franklyn Waltman, dir. of pub. rel.; William E. Zimmerman, dir. ind. rel. **Det. Rep.**—Regional Office, 2117 National Bank bldg., Detroit 26, Mich. **Adv. Agcy.**—William Esty, Inc., 100 E. 42nd st., New York City.

SUN RUBBER CO., Industrial Products div., 366 Fairview ave., Barberton, O. Custom rubber products—molded, core molded, extruded, die cut. T. W. Smith, jr., pres., secy.-treas.; W. R. Lantz, pur.; W. S. Raymer, comptr.; R. L. Maries, fcty. mgr.; W. Earl Henderson, mktg. dir.; C. Bruenig, traf. mgr. **Det. Rep.** — Crusoe-Breer-Leckie, Inc., 1135 Fisher bldg.

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SUPERSITE CORPORATION, 300 Seymour ave., Derby, Conn. Automotive mirrors and safety devices. William Berk, pres.; Jerome I. Berk, vice-pres., sales mgr.; Richard B. Berk, secy., and treas.; Nicholas Minetti, works mgr.; Rene Daon, chief engr.; Charles Bookman, traf. mgr. **Det. Factory Rep.**—Gardner Staunton, 1025 E. Maple rd., Birmingham, Mich. **Adv. Asst. Exec.:** E. J. Lush, New Haven, Conn.

SURCO PRODUCTS, INC., 1040 E. 33rd st., Hialeah, Fla. Aerosol white wall tire cleaner, novelty car freshener deodorizers. Bernard Surloff, pres.; Lena Surloff, treas.

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SWIFT MFG. CO., Columbus, Ga.; Empire State bldg., Room 5614, 350-Fifth ave., New York, 111 W. 7th st., Room 1012, Los Angeles, Calif. P. O. Box 28325, 701 N. St. Paul st., Reilly bldg., Room 404, Dallas, Tex. Woven cottons, blends, and fibre seat covers material, trim cloths, cotton open-mesh material, headlining (cotton and fiber). C. H. Williams, pres.; Mote Andrews, vice-pres.; E. A. Bentley, vice-pres.; H. A. Fuller, secy.-treas.; W. F. Ziegler, supt. **Seat Cover Sales Div.:** Mote Andrews, vice-pres.; F. F. Hamburg jr., Harry Hartjen jr., Detroit.

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TAYLOR INSTRUMENT COMPANIES, Ames st., Rochester 9, N. Y. Industrial instruments for indicating recording and controlling temperature, pressure, humidity, flow and liquid level; barometers, auto altimeters, thermometers, hygrometers, anemometers, compasses, sling psychrometers, hydrometers. L. B. Swift, chmn. of bd.; R. E. Olson, pres.; N. B. Nichols, vice-pres. chge. engr.; M. E. Porter, treas.; R. C. Mertz, secy.; P. A. Bleyler, com'l sales mgr.; G. E. Heller, indus. sales mgr.; L. L. Forward, gen. sales mgr.; W. W. Lockwood, adv. mgr.; N. C. Schmid, serv. mgr., parts and acc. mgr.; A. H. Barrett, pur. agt.; M. J. Kuebel, asst. pur. agt.; L. Greene, traf. mgr.; W. Corwin, pub. rel mgr. **Detroit Office**—2547 Monroe blvd., Dearborn 8, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., Buffalo, N. Y. I. L. Peterson, acct. exec.

TECHNICAL TAPE CORP., W. 177th st., and Harlem River, New York 53, N. Y. Tuck masking tape, home workshop tape, masking paper, vinyl electric tape. Paul Cohen, pres.; Milton R. Stohl, vice-pres.; Charles Katz, vice-pres., dir. of pur.; Stanley Stutz, vice-pres., dir. of sales; Thomas Taverna, vice-pres., dir. of engrg.; Louis S. Heyman, compt.; William Jacobs, traf. mgr.; Robert J. Jacobs, adv. mgr.; Jack Lulla, dir. of research. **Dept. Rep.**—Thomas Byrnes, 22439 Pardee ct., Detroit, Mich.

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TEMPO PRODUCTS CO., 2062 E. 70th st., Cleveland 3, O. Automotive paint touch-up. John R. Kaiser, pres.; Robert R. Elliott, vice-pres.; Peter R. Kolling, secy.-treas.; John Jokela, sales mgr. **Det. Rep.**—F. R. Rexin, 2980 W. Davison, Detroit 38. **Adv. Agcy.**—Hickox Advertising Co., 1900 Euclid ave., Cleveland 15, O. John B. Hickox, acct. exec.

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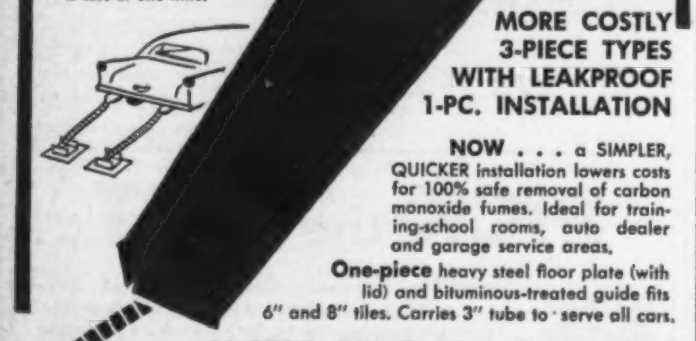

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TEXTILE BY-PRODUCTS CORP., 730 State st., Hudson, N. Y. Coated fabrics, dash insulators, cotton batts, glove boxes, lacquered panels, seat foundation pads, hair and jute felts, Adolf Lorch, pres., treas.; Arthur T. Brooks, vice-pres.; John L. Freeman, secy.; Henry E. Burt, pur. agt. **Det. Rep.**—Howard W. Neale Associates, 21770 Morley rd., Dearborn, Mich. David W. Logan & Sons, Cranbrook & Maple rds., Birmingham, Mich.

TEXTILEATHER, Div. of The General Tire & Rubber Co., 607 Madison ave., Toledo 3, O. Pyroxylin and vinyl resin-coated fabrics and unsupported vinyl film, fabric headlining, sport topping, leathercloth for automotive upholstery and trim. J. D. Lippmann, gen. mgr.; W. F. Webb, contr.; J. S. Mather jr., dir. of sales; Stanley Sexton, automotive sales mgr.; Lee W. Mara, adv. and sales prom. mgr.; Carl Fuller, gen. pur. agt.; L. Cascadden, asst. pur. agt.; A. Sager, traf. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd floor Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—D'Arcy Advertising Co. Terminal Tower bldg., Cleveland, O. Charles Butler, acct. exec.

THERMO KING CORP., 314 W. 90th st., Minneapolis 20, Minn. Mechanical refrigeration for trucks and trailers. J. A. Numero, pres.; M. B. Green, vice-pres.; R. W. Porter, gen. sales mgr.; S. S. London, adv. mgr.; V. W. Snyder, asst. sales mgr.; L. B. Rasmusson, vice-pres., mfg.; John Bergh, ser. mgr., B. Rubin, gen. mgr. serv. mgr.; Fred M. Jones, vice-pres. engrg.; E. J. Brown, pur. agt. **Adv. Agcy.**—Bozell and Jacobs, Minneapolis, Minn. Sam Kaufman, acct. exec.

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THOMPSON PRODUCTS, INC., Michigan Div., 34201 Van Dyke ave., Warren, Mich. Steering linkages, front suspension ball joints, and miscellaneous chassis parts for passenger cars and trucks. C. W. Ohly, vice-pres. and gen. mgr.; J. B. Gates, gen. sales mgr.; Robert E. Fidler, sales mgr., eastern reg.; A. Parrish, sales mgr. new products; D. Huegerich, sales mgr. western reg.; J. H. Booth, chf. engr.; Roy Lesnew, pur. agt.; John W. Drake, per. mgr.; Don Huey, compt. **Adv. Agcy.**—The Griswold-Eshleman Co., Cleveland, O.

THOMPSON PRODUCTS PISTON RING DIVISION of Thompson Ramo Wooldridge Inc., 3693 Forest Park blvd., St. Louis 8, Mo. Exec. offices at Manchester, Mo. Piston rings, retaining and industrial rings. W. S. Mahoney, gen. mgr.; T. A. Nicholson, sales mgr.; M. W. Marien, chf. engr. **Det. Rep.** — G. C. Traverthen, Fisher bldg., Detroit. **Milwaukee Rep.**—N. F. Larson, Bockl Bldg. **Adv. Agcy.**—Hanson & Stevens, Inc., Chicago, Ill. B. F. Stevens, acct. exec.

THOMPSON PRODUCTS REPLACEMENT DIVISION, Thompson Ramo Wooldridge Inc., 6402 Cedar ave., Cleveland 3, O. R. L. Nardi, mgr. serv. sales; M. Hopkins, mdse. mgr.; H. E. Rowen, central reg. sales mgr.; J. K. Rice, Detroit dist. mgr.; J. A. Corsillo, adv. mgr. **Adv. Agcy.**—Griswold-Eshleman Co., Terminal Tower, Cleveland, O. William Giesse, acct. exec.

THOMPSON PRODUCTS, Valve div. of Thompson Ramo Wooldridge Inc., 1455 East 185th st., Cleveland 10, O. Engine poppet valves, sodium filled valves, valve seat inserts, valve spring retainer caps, valve retainer locks, valve rotators, extruded forgings, precision stampings. R. E. Cummings, div. mgr.; D. H. Martin, sales mgr.; P. M. Trace, asst. sales mgr.; K. J. Heilman, adv. mgr.; M. J. Tauschek, chief engr.; J. H. McDuffee, pur. agent., traf. mgr. **Det. Rep.**—W. F. Saefkow, dist. mgr., Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Meldrum and Fewsmith, Inc., Cleveland, O. H. Cooper, acct. exec.

THOMPSON RAMO WOOLDRIDGE INC., 23555 Euclid ave., Cleveland 17, O. Automotive, aircraft, missile, electronic, nuclear and industrial components and subsystems. J. D. Wright, chmn. of bd. and chief exec. ofcr.; D. E. Wooldridge, pres.; S. Ramo, exec. vice-pres.; H. A. Shepard, vice-pres. and exec. asst. to chmn.; J. H. Coolidge, vice-pres., finance; B. W. Chidlaw, vice-pres., customer reqs.; E. C. Breisford, treas.; E. H. Jones, gen. counsel and secy.; M. E. Price, cont. THOMPSON PRODUCTS divs.: A. T. Colwell, vice-pres., engrng.; G. R. Moore, vice-pres., sales; R. S. Livingstone, vice-pres., per.; S. C. Pace, vice-pres. and gen. mgr., Tapco group; E. P. Riley, vice-pres. and gen. mgr., Automotive grp.; C. W. Ohly, vice-pres. and gen. mgr., Michigan div.; R. E. Cummings, mgr., valve div.; C. L. Kahlert, mgr., replacement div.; C. C. Logue, mgr., light metals div. **Det. Rep.**—Ralph Minke, Fisher bldg., Detroit. RAMO-WOOLDRIDGE: R. P. Johnson, vice-pres. and gen. mgr.; I. A. Binder, vice-pres., mfg.; M. E. Mohr, vice-pres., engrng.; V. G. Neilsen, vice-pres., admin. & fin.; G. P. Saville, vice-pres., mil. reqs. **Adv. Agcy.**—The McCarty Co., Los Angeles. **Adv. Agcy.**—Michigan and Replacement divs.—Griswold-Eshleman Co., Cleveland, O.; Tapco grp. and Valve div.: Meldrum & Fewsmith.

THOMPSON & SON CO., HENRY G., 277 Chapel st., New Haven 5, Conn. Hack saw blades and frames, metal and wood cutting band saw blades, hole saws, ground flat stock. D. W. Northup, pres.; A. W. Tucker, vice-pres., sales; J. T. Barrett, treas.; Frank W. Wandyes, factory mgr.; J. E. McKay, adv. and mkt. mgr.; A. J. Johnson, pur. agt. **Adv. Agcy.**—Hugh Graham & Assoc., Inc., New Brittain, Conn.

THOMSON INDUSTRIES, INC., 1029 Plandome rd., Manhasset, L. I., N. Y. Ball bushings, nylined bearings. John B Thomson, pres.; A. C. Stevens, secy.; R. C. Magee, vice-pres.; H. V. Zimmer, treas.; Robert C. Magee, works mgr.; Howard R. Havemeyer, sales mgr. **Det. Rep.**—Detroit Ball Bearing Co., 110 W. Alexandrine ave. **Adv. Agcy.**—The Kotula Co., New York, N. Y.

THOR POWER TOOL CO., 175 N. State Aurora, Ill. Portable air and electric tools. Neil C. Hurley jr., pres.; W. A Nugent, exec. vice-pres.; J. A. McGuire vice-pres.; J. A. Lind, vice-pres., treas.; Dean Smith, vice-pres. mfg.; J. F. Corkery, vice-pres. pub. rel.; Gale Wicks, pur. agt. **Det. Rep.**—Otto Schellenberger, 14515 Puritan ave. **Adv. Agcy.**—Roche, Williams and Cleary, Inc., Chicago, Ill. John P. Roche, acct. exec.

THORNTON CO., 1389 Peachtree st., Atlanta 9, Ga. Sales graphs for auto dealers. John D. Thornton, pres., treas. and gen. mgr.; Mike Webb, vice-pres., sales mgr.; Blanche Knapp, secy. **Adv. Agcy.**—Sid H. Dunkan, Atlanta, Ga.

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TIMBERLOCK ENTERPRISES, Highway 6 and South Kansas ave., Hastings, Neb. Truck bodies, wagon boxes, pickup conversion units, and electric and power take-off underbody hoists. Jack Binderup, mgr.; Irl Anspach, plant supt.

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TIMME & SON, E. F., 1 Park ave., New York 16, N. Y. Pile fabrics and upholstery fabrics. William E. Roschen, pres.; Arthur B. Robertshaw jr., vice-pres.; Wm. Van Schalscha, vice- pres.; H. J. Hartenfels, treas.; Otto Timme Roschen, secy.; H. Arnold Giles, sales mgr., industrial div.

TIMMONS METAL PRODUCTS CO., 845 Harrisburg Pike, P. O. Box 86, Columbus 16, O. Beverage, utility and refrigerated bodies, vending trailers. Kenneth K. Timmons, pres., gen. mgr.; Frank C. Timmons, vice-pres., sales mgr.; Wilson D. Timmons, secy., works mgr.; Carl F. Jagsch, treas., chief engr.; John D. Harrow, beer body sales; Jerry Johnson, soft drink body sales.

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TOBIN-ARP MFG. CO., 6400 Penn ave. S., Minneapolis 23, Minn. Line boring and shell bearing boring machine, rod boring attachment, pin fitting machine, king pin fitting machine, parts cleaning equipment, valve facers, valve seat grinders and air-draulic presses. E. A. Arp, pres.; A. W. Larson, exec. vice-pres., gen. mgr.; Jack M. Taylor, secy. and compt.; Walter J. Scowcroft, vice-pres. chge. sales; Harold A. Johnson, prod. mgr.; Harry J. Lilja, pur. agt. **Adv. Agcy.**—William L. Baxter, Minneapolis, Minn.

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TOLEDO STEEL PRODUCTS, Division of Thompson Ramo Wooldridge Inc., 6402 Cedar ave., Cleveland 3, O. Engine chassis, front-end and automatic transmission replacement parts. G. A. Poe, sales mgr.; C. L. DeShelter, central reg. sales mgr.; J. E. Lloyd, Detroit Dist. mgr.; A. K. Hannum, chf. engr.; J. A. Corsillo, adv. mgr. **Adv. Agcy.**—Griswold-Eshelman Co., Cleveland, O.

TOPPS-ALL PRODUCTS CO., 3815 Tibbett ave., New York 63, N. Y. Cleaners, polishes, spot removers, tar and wax removers, white tire paint and cleaner, rubber dressing in black, brown, grey, green and blue, hand cleaners, rubbing and buffing compounds, bug and rust removers, garage floor cleaners and leather cleaner. Edwin Cohn, pres. and gen. mgr.; Mac Gershon, secy.; Oscar V. Smith, works mgr.; Stanley Levy, asst. sales mgr. **Adv. Agcy.**—Craftsman's Advertising, New York, N. Y.

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TOYOTA MOTOR DISTRIBUTORS, INC., 8701 Beverly blvd., Los Angeles 48, Calif. Toyopet passenger cars and commercial vehicles. O. Nakae, pres.; S. Hattori, vice-pres., secy.; J. Goto, treas.; E. J. Hansen, gen. mgr.; H. N. Johnson, serv. mgr.; T. Tajima, chief engr. **Adv. Agcy.**—Hixson & Jorgenson Inc., Los Angeles 5, Calif.

TRACTOR & IMPLEMENT DIV., Ford Motor Co., 2500 E. Maple rd., Birmingham, Mich. Tractors and farm and industrial machinery. Merritt D. Hill, gen. mgr.; Ralph E. Hunt, asst. gen. mgr.; Anthony Aile, div. contr.; G. C. Joynt, gen. mfg. mgr.; L. E. Dearborn, gen. sales mgr.; J. F. Pedder, asst. gen. sales mgr.; sales services; David Meeker, asst. gen. sales mgr., parts and serv.; D. W. Sawyer, asst. gen. sales mgr., field opns.; L. E. Birger, adv. mgr.; R. T. Armstrong, mgr. mdsng. dept.; R. J. Miller, chf. engr.; I. R. Kappler, gen. pur. agt.; R. J. Stodart, traf. mgr.; H. C. Tuttle, pub. rel. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Birmingham, Mich. W. H. Stone, acct. exec.

TRAFFIC TRANSPORT ENGRG., INC., 14301 Schaden ave., Dearborn, Mich. Automobile transport trailers, racks, dunnage, special trailers, C. C. Stuart, pres.; A. J. Maranowski, chief engr.; G. W. Stuart, gen. mgr.; E. A. Gotz, pur. agt.

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TRANSIT MIXER, Division of Hercules Galion Products, Inc., South Market st., Galion, O. Concrete transit mixers, portable conveyors and batch plants. D. Van Alstyne jr., chmn. of bd.; E. P. Monroe, pres.; J. L. Mozley, asst. to pres.; O. C. Henkel sr., vice-pres.; A. Dangler jr., exec. vice-pres.; F. Biszantz, vice-pres. resch. and devlpt.; J. R. Melish, secy.-treas.; R. A. Bohmer, sales mgr.; W. A. Hoy, adv. mgr.; C. R. Heinlen, pur. agt.; K. J. King, chief engr. **Adv. Agcy.**—Howard Swink Advertising Agency, Marion, O. Marion Burton, acct. exec.

TRANSUE & WILLIAMS STEEL FORGING CORP., 562 W. Ely st., Alliance, O. Drop forgings, metal stampings, overhead conveyor chain. J. C. Redmond, pres.; E. M. Cook, exec. vice-pres.; C. W. Bidwell, secy. and treas.; H. C. Martin, pur. agt.; Frank Johnson, traf. mgr.; Ed Glauser, gen. supt. (stamping); W. I. Murphy, dir. of mfg. (forging); J. W. Ament, sales mgr. (forging); C. J. Brunn, sales mgr. (stamping); P. D. Smith, chf. engr. (forging); Ford Hoffman, Chief engr. (stamping). L. H. Martens (stamping), 16197 James Couzens, Detroit. **Adv. Agcy.**—Hickox-Donnelly, 802-1900 bldg., Cleveland 15, O.

TRANTER MANUFACTURING, INC., 735 E. Hazel st., Lansing 4, Mich. "Kold-Hold," "Kold-Trux" mobile truck refrigeration systems, "Kold-Hold" plate or blower lowsides, hold-over plates, "Mark," "Crown," "Crest," "Lance" units for over the road transportation. Tank heating "Platecoils." J. R. Tranter, pres.; J. H. Flewelling, treas.; H. E. Guyselman, exec. vice-pres.; S. J. Stowell, sales mgr.; R. W. Saxton, asst. sales mgr.; Mrs. L. S. Worthington, secy., adv. sales prom. and pub. rel. mgr.; Martin C. Nolen, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. Robert E. Jaqua, acct. exec.

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TRICO PRODUCTS CORP., Buffalo 3, N. Y., Windshield wipers, wiper blades and arms, windshield washers, window lifts, automatic door locks, automatic trunk latches, vacuum pumps for wipers, vacuum horns. J. R. Oishei, pres.; R. J. Oishei, vice-pres.; G. Z. Spencer, sales mgr., replacement parts div.; R. S. Garrick, mdse. mgr.; C. J. Jennings, pur. agt. **Det. Mgr.**—C. E. Larson, General Motors bldg., Detroit, Mich.

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TRIPLEX OF AMERICA, Div. of Aluminum Industries, Inc., P. O. Box 666, Pueblo, Colo. Aluminum permanent mold castings and aluminum pistons for automobiles and trucks. A. O. Herud, pres.; T. Oliver Van Tuyl, vice-pres.; John D. White, vice-pres.; Earl R. Chadwick, treas.; V. Edward Caseinova, asst. secy.; Henry C. Skotnicki, wks. mgr.; Thomas B. Carlson, foundry supt.; Albert G. Mosher, plant engr.; E. J. McDonough, pur. agt. **Det. Rep.**—T. Oliver Van Tuyl, vice-pres.; J. R. Renfrew, asst. vice-pres., 19158 James Couzens hwy. **Adv. Agcy.** — Burlingame Grossman, Chicago, Ill.

TRIPPE MFG. CO., 133 N. Jefferson st., Chicago 6, Ill. Revolving warning lights for emergency vehicles, flasher lights for same, infra red dryers (portable), revolving advertising lights for attracting attention. G. Trippe, pres.; S. H. Moss, secy.; M. C. Franke, office mgr.; Stewart Calisoff, pur. agt.; P. J. Mole, chief engr. **Adv. Agcy.**—Executive Advtg., Inc., Ronald Berns, acct. exec.

TROY BLANKET MILLS, 200 Madison ave., New York City 16, N. Y. Luggage compartment linings, jute felt. Geo. K. Ripley, pres. (Troy, N. H.); Ed. J. Russell, vice-pres., pur. agt. and works mgr. (Troy, N. H.); F. F. Ripley, treas. (Troy, N. H.); Ray H. Bogert, sales mgr.; Alden F. Clay, asst. sales mgr.; K. V. Allen, traf. mgr. (New York). **Det. Rep.**—J. Y. Cutler, 222 W. Adams st., Chicago, Ill. **Adv. Agcy.** — H. B. Humphrey, Alley & Richards, New York, N. Y. Chas. Holcomb, acct. exec.

TROYLER CORP., THE, Glen & Meylert ave., Scranton, Pa. Auto-haul-away trailers, gov't cargo trailers. Leonard Troy, pres., chief engr.; Gerald Harris, vice-pres.; Melvin B. Troy, secy., treas.; Leon Kosher, gen. mgr., pub. rel. mgr.; William Gulick, works mgr.; William Cosgrove, sales mgr.; David Weber, pur. agt.; Bernard Marrus, traffic mgr.

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TRUCK INDEX, INC., P. O. Box 622, Main Post Office, San Francisco 1, Calif. The Truck Index (digest of specifications and equipment of current-model new trucks). L. C. Nielson, pres.; R. P. Forsberg, vice-pres.; M. M. Nielson, secy.

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TRUK-A-DOOR CO., 33 Henry st., Detroit 1, Mich. Truk-A-Door (roll up type doors for trucks and trailers). B. L. Quarnstrom, partner; Cass B. Kale, partner. **Adv. Agcy.**—Livingston-Koster, Detroit 1, Mich.

TRUK-TARP CO., 9217 Weiss, Dallas 35, Tex. Truck canopies, canvas truck covers for pickup and stake. Dewey V. Wiles, sales mgr. National distr. and mfr.

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TULSA WINCH DIV., Vickers, Inc., 815 E. 1st., Tulsa 20, Okla. Winches, power take-offs, speed reducers, power dividers, special duty transmissions. E. A. Thompson, gen. mgr.; W. J. Mocha, sales mgr. **Adv. Agcy.** — Paul Locke, Advertising, Inc., Tulsa, Okla.

TUMBLER, J. A. LABORATORIES, INC., 423 S. Hanover st., Baltimore 1, Md. Automotive chemical specialties. J. A. Tumbler, pres.; H. E. Tumbler, secy.-treas.; E. E. Gentile, traf. mgr.; J. A. Belanger, pur. agt.

TUNG-SOL ELECTRIC INC., 95 Eighth ave., Newark 4, N. J. Automobile lamps, sealed beam lamps, signal flashers, circuit breakers, relays, electron tubes, semiconductor prod. Louis Rieben, pres.; M. R. Schulte, exec. vice-pres.; R. E. Carlson, D. A. Harper, A. K. Wright, George Keown, Paul Scharne, Anthony Scala, vice-presidents; H. M. Darling, vice-pres., treas.; L. E. Cotsen (renewal sales); Harold F. Cook, mgr. mktg. services; E. Leslie Peter, merch. mgr.; D. Webster, gen. sales mgr.; F. Ehringer, gen. mgr. automotive prod.; E. P. Garrettson, dir. of pur. **Det. Rep.**—Charles Becker, mgr. auto. sales, 6-248 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—E. M. Freystadt, Assoc., Inc., 41 E. 42nd st., New York, N. Y. C. E. Ballard, acct. exec.

TUNGSTEN CONTACT MFG. CO., 7311 Cottage ave., North Bergen, N. J. Automotive ignition replacement parts. S. H. Lipman, pres.; O. C. Hollopeter, vice-pres., secy.; W. C. Hollopeter, vice-pres.; R. A. Lipman, treas.; Joseph E. Saunders, comptr.; C. R. Silkey, sales mgr. **Det. Rep.** — Amster-Heiser Co., 11814 Buckeye rd., Moreland bldg., Cleveland 20, O. **Adv. Agcy.**—The Furman Co., Inc., New York, N. Y.

TURBO MACHINE CO., 840 W. Main st., Lansdale, Pa. Steam cleaners; oil fired, electric. L. S. Schierenbeck, pres.; D. Schierenbeck, vice-pres.; Russell Myers, treas.; A. Lindquist, sales mgr.; John Brownell, chief engr.; Al Karchewski, pur. agt. **Adv. Agcy.**—William Jenkins Adv., Philadelphia, Pa.

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ULTRA-VIOLET PRODUCTS, INC., 5114 Walnut Grove ave., San Gabriel, Calif. Mechanic's black light. Thomas S. Warren, pres.; Mary C. Ryan, secy.; Irvin R. Fister, chief engr.; Wes Mowery, pur. agt.; Melvin Hershey, parts and acct. mgr. **Adv. Agcy.**—Willard G. Gregory Co., Los Angeles, Calif. Steve Phillips, acct. exec.

UNDERWOOD CORP., One Park ave., New York 16, N. Y. Typewriters, adding machines, accounting machines, carbon papers, ribbons and supplies; electronic business computers. Frank E. Beane, chmn., pres.; D. H. Burrell, vice-pres., mktg.; H. W. Bertine, secy.; J. J. Dugan treas.; R. Roome jr., adv. mgr.; Andrew Cerrutti, asst. adv. mgr.; H. W. Stewart, serv. mgr.; W. E. Clark, pur. agt. **Det. Rep.**—W. J. Modrack, Underwood Corp., 2424 W. Grand blvd., Detroit 8. **Adv. Agcy.**—William Esty Co., 100 E. 42nd st., New York 17, N. Y. William E. John, acct. exec.

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UNION OIL CO. OF CALIFORNIA, Union Oil bldg., 617 West Seventh st., Los Angeles 17, Calif. Gasolines, motor oils, lubricating oils and greases, cleaning solvent, gas oils, crystalline and paraffin waxes, industrial lubricants, fuel oils, solvents, liquefied petroleum gases, spray oils, coke, etc. Reese H. Taylor, chmn. of bd. of dirs.; A. C. Rubel, pres.; A. C. Stewart, K. E. Kingman, H. W. Sanders, Dudley Tower sr., vice-presidents; L. A. Gibbons, vice-pres. and gen. counsel; San Grinsfelder, vice-pres., exploration; E. L. Hiatt, vice-pres., trans.; Roy Linden, vice-pres. mktg.; F. L. Hartley, vice-pres., research; Basil Kantzer, vice-pres., Gulf div.; C. F. Parker, vice-pres., economics and planning; L. B. Houghton, treas.; Max Lorimore, comptr.; R. F. Niven, secy. **Adv. Agcy.**—Young & Rubicam, Inc., 611 Wilshire blvd., Los Angeles 17, Calif.

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UNITED MOTORS SERVICE, Div. of General Motors Corp., General Motors bldg., Detroit 2, Mich. Batteries, gauges, speedometers, automotive motors, lighters, radio parts, roller bearings, carburetors, gasoline filters, ball bearings, thermostats, shock absorbers, lamps, starting, lighting and ignition, horns, radiators, ignition and battery cable, windshield washer, wiper parts and solvent, transmission parts and fluid, brakes. R. S. Withers, gen. mgr.; Thos. F. Plant, gen. sales mgr.; S. W. Archer, asst. gen. sales mgr. mktg. **Adv. Agcy.**—Campbell-Ewald Co., General Motors bldg., Detroit. G. W. Davis, acct. exec.

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UNIVERSAL LUBRICATING SYSTEMS, INC., Allegheny ave., Oakmont, Pa. Hydraulic grease fittings, grease fitting tools and accessories, hand grease gun, high and low pressure hoses. Michael Dufal, pres.; A. E. Kountz, secy.-treas.; John J. Hart, vice-pres.; R. R. Farrell, chief engr. **Adv. Agcy.**—A. P. Hill Co., Pittsburgh, Pa.

UNIVERSAL UNDERWRITERS (Lynn Underwriting Co., Mgr.), 928 Grand ave., Kansas City 6, Mo. Insurance. E. M. Lynn, pres., gen. mgr.; J. E. Challinor, exec. vice-pres.; A. H. Thurmond, vice-pres. and secy.; H. E. Prather, vice-pres., exec. asst. to pres.; R. T. Cannon, vice-pres., asst. gen. mgr.; T. R. Krings, vice-pres., asst. gen. mgr.; J. M. White, H. Vander Dussen, T. S. Reid, C. C. Arveson, L. G. Jones, vice-presidents; A. J. Cooper, asst. secy. and asst. treas.

UNIVERSAL WIRE SPRING CO., Solon rd., Bedford, O. **Subsidiaries: Dayton Precision Mfg. Co.,** Dayton, O., motor commutators; **Los Angeles Spring Bed Co.,** Los Angeles, Calif., metal cots. Cushion springs and frames, automotive, furniture, and special machinery, tools and fixtures. C. A. Thompson, chmn. of bd.; W. H. Neely, pres.; Louis C. Edgar jr., exec. vice-pres.; C. E. Smith, vice-pres., automotive sales; A. E. McBride, vice-pres., mfg.; W. Inman, secy. and treas.; Don Humble, comptr.; F. A. Bielak, dir. prod. design and development; B. J. Johnson, gen. mgr., furniture div.; E. Gutzman, chief tool engr.; R. Hall, pur. agt.

UPHOLSTERY LEATHER GROUP, INC., THE, 411 Fifth ave., New York 16, N. Y. Genuine leather for upholstery. Robert G. Welden, pres.; Martha Shaeffer, vice-pres.; Leif C. Kronen, secy.-treas.; Thomas J. McNamara, asst. treas.

USEFUL PRODUCTS CO., 112 East 23rd st., New York 10, N. Y. Auto accessories: Hookar car hanger, karstrap, keylok key holder, key labels, kombo 2-way key tag, monograms, initials, crests, tri-vex rear view safety mirror. I. V. Kramer, gen. mgr.; O. M. Wellish, sales mgr.

UTICA DROP FORGE & TOOL DIV., Kelsey Hayes Co., 2415 Whitesboro, Utica 4, N. Y. Hand tools, buckets, blades and vanes for jet engines, missile components, induction vacuum melted metal alloys. Tom Hughes, gen. mgr. Tool Div. **Det. Rep.**—L. G. Taylor, sales mgr., Aircraft Div., 3600 Military ave., Detroit 32, Mich. C. B. Heck, Tool div., 5090 Kensington, Detroit 24, Mich. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., 28 Adams ave. west, Detroit 26, Mich. D. F. Gordon, acct. exec.

UTILITY BODY CO., 1530 Wood st., Oakland 7, Calif. Service, line construction, surveyor, and crew cab bodies; hydraulic derricks; aerial ladders and booms; tool compartments; trailers, pole and reel. John Podiesak, pres.; Howard Hansen, sales mgr.; George Fraser, pur. agt. **Adv. Agcy.**—Associated Advertising Counselors, Oakland, Calif.

UTLEY BROTHERS, INC., 17631 Filer, Detroit 12, Mich. Complete line of full-color business cards for automobile dealers, line of stationary for Chevrolet, Ford and Dodge dealers. G. Wheeler Utley, pres., gen. mgr.; J. Robert Utley, vice-pres., sales mgr.

V

VAC ALLOYS INC., Div. of Fallon Industries, 17695 Filer st., Detroit 12, Mich. Vacuum melting facilities, investment castings, alloy and stainless cast to shape forging die inserts, die casting and inserts, extrusion dies, glass and rubber molds, machining facilities. Albin F. Fallon, pres.; Chester J. Fallon, secy., treas.; James Corfield, vice-pres. and sales mgr.

VACO PRODUCTS CO., 317 E. Ontario st., Chicago 11, Ill. Mfg. screw drivers, nut setters, solderless terminals. Harry Silverstein, pres.; Sam D. Pollack, exec. vice-pres.; Roy Vetzner, vice-pres. chge. of sales; Walter Wolf, engr.; Charles Lohness, works mgr. **Adv. Agcy.**—Kencliff-Breslich, 221 S. LaSalle st., Chicago, Ill. Herman Breslich, George Kapsis, credit mgrs.

VACUUM GRIP COVER CO., 1448 - 7th st., Santa Monica, Calif. Mechanics' fender covers, fatigue mats. William C. Harben, pres.; Grace Harben, vice-pres.; Gary Harben, secy.-treas.; Oscar Twedt, gen. mgr.; Godfrey Weidlich, sales mgr.; Michael Donnelly, adv. mgr.

VALENTINE MANUFACTURING, INC., 1446 Barwise, Wichita, Kans. Portable steel buildings: Car lot office, service station, and portable diners. Byron Radcliff, pres.; Robert J. Radcliff, vice-pres., gen. mgr.; Boyde H. Kyle, sales mgr.; Ray Lupton, pur. agt., traffic mgr. **Adv. Agcy.**—Associated Advertising, Wichita, Kans. Lewis Foster, acct. exec.

VALVOLINE OIL CO., Div. of Ashland Oil and Refining Co., Freedom, Pa. Complete line of petroleum products. Earle M. Craig, chmn. of bd.; R. S. Blazer, vice-chmn. of bd.; Everett F. Wells, pres.; Harry I. Johnston, exec. vice-pres.; H. J. Dunmire, vice-pres. in chge. of bulk sales; G. W. Wallace, asst. mgr. of sales and rust preventives; S. E. Commella, tech. dir.; D. A. Smith, chief chem., grease div.; E. A. Parker, traffic mgr.; R. D. Baughman, adv. mgr.; W. J. Heidt, mgr. of Atlantic div.; J. H. Garlough, vice-pres. and mgr., Cent.-West div.; B. H. Morris, vice-pres. and mgr., Foreign div.; W. M. Carter, asst. mgr., Foreign div.; R. M. Reid, T. D. Tucker, co-mgrs. of English div.; Peter Heinz, mgr. South Africa.; H. M. Hart, vice-pres. and mgr., Galena, div.; Amos Corgiat, mgr. of Pacific div.; J. M. Fleming, mgr. of Southeastern div.; T. A. Hied, mgr. of ind. sales; C. M. Mohr, mgr. of Freedom div.; S. M. Burnam, secy.; J. W. Jewell, asst. secy.; E. W. Seaton, treas.; G. E. Duerr, disb. agt.; J. L. Blount, supt. of Freedom refinery; G. J. Rozman, research dir.; W. E. Dunning, office mgr. and ind. rel. **Det. Rep.**—D. Johnson, Box 4178 Gratiot Sta., 1900 E. Warren ave., Detroit. **Adv. Agcy.**—The Ralph H. Jones Co., Cincinnati, O.

VAN AUKEN, INC., West Lafayette, O. Grille and trunk guards. J. B. Montgomery jr., pres.; D. E. Williams, sales mgr.; G. Kempf, sales correspondent.

VAN BERGER & GREENER, INC., 1619 N. Hoyne ave., Chicago 47, Ill. Parts for shock absorbers and starter drives, rebuilt starter drives, carburetors, shock absorbers, distributors, fuel pumps, generators regulators, starters, armatures, clutch covers and discs, bonded brake shoes, water pumps, brake cylinders, starter solenoid switches. Wm. G. Weldon, pres.; C. L. Redden, vice-pres.; C. L. Redden, secy.; Wm. Smetak, treas.

VAN BRODE SALES CO., INC., Clinton, Mass. Sub.: Van Brode Milling Co., Kant-Ker Rode battery hold downs, state approved plastic tail and parking light lenses for passenger cars and trucks, plastic battery bolt wingnut and washer sets, plastic battery terminal covers and acid neutralizing tray. David Brody, pres.; Eric Fritsch, exec. vice-pres.; Sid Coleman, dir. of sales.

VAN NORMAN AUTOMOTIVE EQUIPMENT CO., 3640 Main st., Springfield 7, Mass. Crankshaft regrinders, camshaft grinders, boring bars, cylinder head grinders, brake drum lathes, rotary broach. S. F. Greer, pres.; F. P. Healy, vice-pres., chief engr.; T. W. Baush, vice-pres., export sales mgr. P. D. Moulton, vice-pres., gen. sales mgr. **Det. Rep.**—Jim Christie.

VANETTE DIV., Universal Body Sales, Inc., Delaware, O. All steel bodies, DorTuDor and parcel delivery for Ford chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy-treas.

VANTOOL, INC., 139 N. 22nd, Philadelphia 3, Pa. Brake drum lathes. Alfred Leith, gen. mgr. **Adv. Agcy.**—W. Wallace Orr, Inc., Philadelphia, Pa. W. Wallace Orr, acct. exec.

VAPOR HEATING CORP., 80 E. Jackson, Chicago, Ill. Steam generators, bus and CTA car heating systems. A. D. Bruce, pres.; A. J. Loose, vice-pres.; L. H. Gillick, vice-pres., sales; W. C. Keeran, vice-pres., prod.; G. F. Westwood, secy.; D. W. Fox, treas.; V. T. Borst, asst. secy. and asst. treas. **Adv. Agcy.**—William Hart Adler, Inc., Chicago, Ill. W. H. Adler, acct. exec.

VARIETY STAMPING CORP., 12695 Elmwood ave., Cleveland 11, O. Metal stamping, transmission, engine and body parts. Wallace F. Ardussi, pres.; Sterling Farmer, vice-pres.; Harry Jones, asst. gen. mgr.; Robert Jennings, works mgr.; H. J. Kirchwehm, jr., sales mgr.

VDO INSTRUMENTS, LTD., 4475 Cass ave., Detroit 1, Mich. Automotive instruments for imported cars, automotive instruments for universal use, tachographs, engine hour meters, hubodometers, gauges. Hans von Payr, gen. mgr. **Adv. Agcy.**—Powell Advertising, Inc., Detroit 26, Mich. Doug Wiest, acct. exec.

VEEDER-ROOT, INC., 20 Sargeant, Hartford 2, Conn. Odometers, hubodometers, numerous types of counting, indicating, controlling, recording and computing instruments, die castings. Harvey L. Spaunburg, chmn. of bd.; Wilbur C. Staubie, pres.; Keith D. Graham, vice-pres.; Arthur E. Kallinich, vice-pres. (catalog sales); David J. Post jr., vice-pres. (special sales); Charles F. Pendlebury, treas. and asst. secy.; Andrew J. Rebmann, vice-pres. and secy.; Rodney F. McKeen, works mgr.; George L. Logan, sales mgr. (catalog); Charles E. Smith, asst. sales mgr. (catalog); John J. Brannick, sales mgr. (special); Henry W. Barnes, asst. sales (special); Gustave L. Manke, chief engr.; Raymond H. Bond, chief buyer; Harley L. Blodgett, traf. mgr.; Leon J. Dunn, vice-pres.; Gilbert Coovert, factory mgr. **Det. Rep.** — Carl Lundgren, rm. 506 Curtis bldg., Detroit 2. **Adv. Agcy.**—Sutherland Abbott, Boston, Mass. Joel Squier, acct. exec.

VEET INDUSTRIES, 25753 Groesbeck hwy., East Detroit, Mich. Speed-O-Graph automatic follow-up control system, dealers' steel cabinets, production machinery, tools and parts. Robert C. Veet, pres.

VELLUMOID CO., 54 Rockdale, Worcester 6, Mass. Sheet packing, gasket material, non-metallic gaskets. R. D. Seamans, chmn. of bd.; L. Wald, pres. and gen. mgr.; T. G. O'Neil, vice-pres. and gen. sales mgr.; P. C. Beals, treas.; D. C. Lindstrom, W. Zitowitz, factory supts.; C. P. Booraem, pur. agt. **Det. Rep.**—C. J. Cazabon, 18481 Fairport ave., Detroit 5. **Adv. Agcy.**—Cooney & Conner, 288 Main st., Worcester, Mass.

VELVAC, INC., 3534 W. Pierce st., Milwaukee 15, Wis. Air and vacuum power braking equipment for commercial trucks, tractors and trailers. Truck mirrors, fuel tank accessories. Waller Carson jr., gen. mgr.

VERNON CHEMICAL & MFG. CORP., Mt. Vernon, N. Y. pressure sensitive tapes, Black Wizard masking tape, vinyl plastic tape, fiberglass reinforced tapes, waterproof cloth tapes. Jerome F. Cohen, pres., sales and adv. mgr.; Joseph T. Finn, gen. mgr., pur. agt. **Det. Rep.**—Amster Heiser Co., 11814 Buckeye rd., Cleveland, O. **Adv. Agcy.** — Al Behar, Westport, Conn.

VERSNICK MFG. CO., INC., U. S. hwy. 41 N., Madisonville, Ky. Cylinder sleeves, Met-L-Seal, valve port sleeves, taper plugs, circulating equipment, tools and equipment for installing above block repair items. Henry C. Versnick, pres., treas. and gen. mgr.; Frank V. Versnick, secy., bus. mgt. dir., adv. and sales mgr.; E. E. Eshler, vice-pres., pur. agt.; G. Griffin, traf. mgr. **Det. Rep.**—Bernard G. Golden, 29700 13 Mile rd., Farmington, Mich. **Adv. Agcy.**—Feldman Ball Agency, Evansville, Ind.

VICKERS, INC., Div. of Sperry Rand Corp., Administrative and Engineering Center, Detroit 32, Mich. Mobile products; pumps, steering boosters, control valves, passenger car steering pumps. James F. Forster, pres.; W. K. Allen, vice-pres., prod.; F. T. Harrington, vice-pres., sales; N. E. Edlefsen, vice-pres. and dir. of engrg.; R. E. Esch, vice-pres.; R. C. Conner, gen. mgr., Mobile Hydraulic div.; F. V. Gieryn, Mobile Hydraulic div., gen. sales mgr.; R. M. McCabe, vice-pres., pur.; E. J. Doucet, adv. mgr. **Adv. Agcy.**—Witte and Burden, Detroit, Mich.

VICKERS, INC., Electric Products Div., a div. of **Sperry Rand Corp.,** 1815 Locust st., St. Louis 3, Mo. Magnetic-particle clutches and brakes, silicon and selenium rectifiers, magnetic amplifiers, control systems, DC arc welders (rectifier), DC power supplies, photo-electric cells, lighting controls, missile controls and components, other electrical components. C. H. Clayton, gen. mgr.; L. W. Buechler, sales mgr.; J. I. Cornell, prod. mgr.; J. W. Punch, adv. mgr.; J. L. Behr, chf. engr.; T. E. Walker, pur. agt. **Det. Rep.**—S. A. Burleigh, 18353 W. McNichols, Detroit 19. **Adv. Agcy.**—Batz-Hodgson-Neuwoehner Adv. Agency, St. Louis, Mo. C. A. Hodgson, acct. exec.

VICTOR MFG. & GASKET CO., 5750 Roosevelt rd., Chicago 50, Ill. Gaskets, oil seals, sheet packings. G. E. Victor, pres.; O. W. Clifton, exec. vice-pres.; Edward Gammie, vice-pres.; W. D. Neathery, vice-pres. of fin.; A. J. Aukers, vice-pres. of ind. sales; M. L. Liston, replacement sales mgr.; H. North, dir. of pur.; J. Regis, traf. mgr. **Det. Rep.**—G. E. Scott, 5-152 General Motors bldg. **Adv. Agcy.**—Buchen Co., Chicago, Ill.

VICTRA CORP., 2200 South Niagara, Saginaw, Mich. Door edge guards, stainless steel products. Victor L. Jacobs, pres. and treas.; Ralph R. Leland, vice-pres.; Ann Jacobs, secy. **Adv. Agcy.**—Bradford-LaRiviere, Inc., Saginaw, Mich. Stewart Bradford, acct. exec.

VIRGINIA FIBRE CORP., Petersburg, Va. Nylo-Saran for furniture upholstery, Sara-Quilt puffed saran and saran for automotive use. Nathan Feinstein, pres.; Lawrence A. Marsden, C. L. Worthington, vice-presidents; James Clontz, secy.; William Feinstein, treas.; R. V. Martin, auto. sales mgr.; LeRoy Maine, works mgr.; Sol Sackel, adv. mgr. **Det. Rep.**—H. H. Schultz Co. **Adv. Agcy.** — The Sackel Company, Inc., Boston, Mass.

VISCO-METER CORP., 315 Grote st., Buffalo 7, N. Y. Visco-Meters, contract packaging per gov. and commercial requirements. W. A. Clare, pres.; James P. Cassidy, vice-pres. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. Earl Close, acct. exec.

VISILITE CORP., 2200 Weiss st., Saginaw, Mich. Plastic inside visors. William Holme-Shaw, pres. and gen. mgr.; G. G. Holmes-Shaw, secy. **Adv. Agcy.**—Bradford-LaRiviere, Saginaw, Mich.

VISIONADE MFG. CO., INC., 200 Kosciusko st., Brooklyn 16, N. Y. Flexible plastic visors for front windshields and rear windows. Inside rear view mirrors, inside flat and convex replacement mirrors, vanity visor mirrors. Henry I. Sobel, gen. mgr.; Milton Sobel, works mgr.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

VISIRECORD, INC., 375 Park ave., New York 22, N. Y. Visible vertical record keeping, multiple posting machine, punched tape filing, Integrated Data Processing Systems. Herbert Weston, pres.; John Reid Topping, vice-pres., secy.; Paul S. Nevin, vice-pres.-treas.; Stephen R. Lewis, Eastern Div. sales mgr.; J. J. Muir, Western Div. sales mgr.; C. C. Raber, mgr. sales dept.; John G. Harms, contr.; Gil Anderson, works mgr.; Ronnie Proulx, plant supt. **Det. Rep.**—Franz W. Spettel, P. O. Box 5131, South Field sta., Detroit, Mich. **Adv. Agcy.** — Malcolm W. McClellan, Advertising, 1100 Merrick rd., Massapequa, N. Y.

VISORS, INC., 2200 S. Niagara st., Saginaw, Mich. Sunban safety visor. Victor L. Jacobs, pres., gen. mgr.; J. E. Manning, M. D., vice-pres.; Glenn M. Beach, secy.-treas.; Leo L. Purple, works mgr. **Det. Rep.**—Gardner Staunton, 406 Fisher bldg., Detroit 2. **Adv. Agcy.**—Bradford-LaRiviere, Inc., Saginaw, Mich.

VLCHEK TOOL CO., THE, 3001 E. 87th st., Cleveland 4, O. Forged hand tools, small forgings, molded plastics. E. C. Koster, pres. and treas.; L. F. Storie, vice-pres., secy.; D. A. Cummings, works mgr.; Edwin Krall (tools), D. T. Wynne, (plastics), sales mgrs.; George Pokorny, office sales mgr.; Carl Wilke, chief; F. J. Tkach, pur. agt. **Adv. Agcy.**—Palm & Patterson, Cleveland, O. Bruce Palm, acct. exec.

VOGT. MFG. CORP., 100 Fernwood ave., Rochester 21, N. Y. Automotive textile and extruded plastic trim products. Raymond A. Lander, chmn. of bd.; Louis S. Foulkes jr., pres.; Raymond A. Lander jr., vice-pres.; Roy J. Lingg, secy.-treas.; Edward R. Straight, works mgr.; Frederick L. Walton, sales mgr.; Porter M. Ramsay, pur. agt.; John W. Horner jr. traf. mgr. **Det. Rep.**—Frederick L. Walton, 630 Lycaste ave., Detroit.

VOGUE RUBBER CO., 1935 So. Indiana ave., Chicago 16, Ill. Premium tires and tubes. Loyd O. Dodson, pres. and gen. mgr.; Joel D. Fischer, vice-pres. and sales mgr.; A. Barry, secy.; Warren L. Dodson, treas.; R. S. Russell, pur. agt. **Det. Rep.**—Houston Bros. (Distributors), 15515 E. Warren, Detroit. **Adv. Agcy.**—W. B. Geissinger & Co., Inc., Los Angeles, Calif. Robert Williams, acct. exec.

VOLKSWAGEN OF AMERICA, INC., 476 Hudson Terrace, Englewood Cliffs, N. J. Branch office: 2 Pine st., San Francisco 11, Calif. Sole importers of Volkswagen automobiles, transporters and spare parts.

VOLTZ BROS., INC., 2520 S. Indiana ave., Chicago 16, Ill. Stur-dee fender and grille guards for trucks, metal fabrications and trailers. E. W. Lager, pres.; C. J. Bredemann, vice-pres. **Adv. Agcy.** — Bachrodt, Newell, Okane & Gano, Chicago, Ill.

VOLVO DISTRIBUTING, INC., 452 Hudson Terrace, Englewood Cliffs, N. J. Passenger cars, trucks and marine engines. Ake Hogman, chmn. of bd.; Advid Beesley, gen. sales mgr.; Birger Ganno, serv. mgr. **Adv. Agcy.**—Advertising Agencies, Inc., Studio City, Calif. Richard Elfenbein and Ivan Fuldauer, acct. execs.

VULCAN MANUFACTURING CO., INC., Wilson & W. 3rd sts., Winona, Minn. Jacks; Hydraulic and mechanical bumper jacks, air cleaner service unit, ricket push and pull mechanical body and fender tool set. R. E. Lange, pres., sales and adv. mgr.; J. L. Ward, vice-pres.; Daniel Schmidt, secy.; D. M. Lange, treas., pur. agt.; F. W. Lipinski, serv. mgr.; E. M. Gebler, chief engr.; Everett Urness, traf. mgr. **Det. Rep.**—Elton Eldredge, 18230 Grand River ave., Detroit 23, Mich. **Adv. Agcy.**—Stevenson & Associates, 402 Plymouth bldg., Minneapolis 3, Minn.

VULCAN MOTOR PRODUCTS, INC., 1060 Broad st., Newark 2, N. J. Ignition, electrical service parts, generator, starter and voltage regulator parts, speedometer cables and assemblies, complete distributors and repair parts, vacuum chambers, pulleys, brushes and bushings, heater shut off valves, carburetor dash pots, oil sending units. Samuel Greene, pres., gen. mgr.; Albert C. Greene, secy., sales mgr.; J. Henry Staub, treas., works mgr.; Alfred Greene, adv. mgr.; S. Greene, pur. agt.

VULCAN RUBBER PRODUCTS, Div., Reeves Bros. Inc. 1071 6th ave., New York 18, N. Y. Synthetic coated fabrics for all covering purposes. Bearing seal and gasket fabrics, custom coating, diaphragms, plastic tubing, rods, slabs, polyethylene nylon, Kel. F.) filter cloths for wet and dry filtration. J. H. Wyatt, sales mgr.; Langley Isom, product mgr.; Donald Sheldon, pub. rel. mgr. **Det. Rep.**—Ray Lapierre, 785 N. Howard ave., Akron, O. **Adv. Agcy.**—Ketchum, Macleod & Grove, 155 E. 44th st., New York City. Jerry Laird, acct. exec.

W

W & M PRODUCTS CORP., 13650 Ten Mile rd., Warren, Mich. Automobile sound deadeners, body sealers, chassis paints, rust preventives, government spec. dipping wax, car undercoating. G. R. Widger, pres., gen. mgr. and pur. agt. Maria F. Widger, vice-pres.; E. J. Stabler, secy.-treas.; C. F. Moran, sales mgr.

WADE ELECTRIC PRODUCTS CO., 211 Jacob st., Sturgis, Mich. Line connectors, spade type; terminal and junction blocks; terminals—blade, spade, fork, eye, flag, contact, etc.; headlight connectors; sockets—rotary, snap-in, seamed and drawn; switches—map light, dome, tail, back-up, glove light, courtesy, power antenna, rear window, turn signal, etc.; equipment for welding or crimping terminals to wires; stampings; compression molded plastics. Chas E. Wade, pres. and treas.; Jasper Long, exec. vice-pres.; J. L. Whitmer, asst. treas. and contr.; E. C. Altvater, secy.; C. C. Jorn, asst. sales mgr.; R. L. Driver, pur. agt.; Roger F. Ort, factory mgr.; Stanley Killian, prod. mgr.; Edwin Kalvin, master mechanic; Alden W. Peterson, mgr. ind. sales.

WAGNER ELECTRIC CORP., 6400 Plymouth ave., St. Louis 14, Mo. Lockheed hydraulic brakes and parts, brake fluid, CoMax brake lining, air brakes and parts, tools and equipment, tachographs, NoRol, electric motors, transformers, industrial bridgebrakes. J. H. Devor, pres.; G. W. Brown, P. G. Fox, R. H. Hackett, vice-presidents; F. N. Felton, vice-pres., sales; E. G. Holtzman, secy.-treas.; J. R. Rose, sales mgr.; L. C. Dobrunz, adv. and sales prom. mgr.; H. H. Brandenburger, serv. parts acct. mgr.; H. S. Garrett, dir. of pur.; E. F. Wallace, chief engr.; J. Hardy, traf. mgr. **Det. Rep.**—W. S. Rigby, 6050 Cass ave. **Adv. Agcy.**—A. R. Mogge, Inc., Chicago, Ill.

WAGNER SIGN SERVICE, INC., 216-226 So. Hoyne ave., Chicago 12, Ill. Wagner changeable copy display, letters and mounting equipment. Erwin Wagner, pres.; R. Wohlberg, adv. mgr. **Adv. Agcy.**—Wendt Advertising Agency, Toledo 4, O.

WALDES KOHINOOR, INC., 47-16 Austel pl., Long Island City 1, N. Y. Retaining rings, retaining ring pliers. S. Waldes, pres.; H. Waldes, vice-pres.; G. Waldes, vice-pres., secy.; Jack Cooperman, treas.; B. Brozek, works mgr.; James C. Darby, sales mgr.; J. Bloom, adv. mgr.; O. Kolbert, tech. adviser in chge. engrg.; H. Van Cleaf, pur. agt. **Det. Rep.**—John O'Shaughnessey, 623 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—James T. Chirurg Co., 60 East 56th st., New York, N. Y. A. Sasso, acct. exec.

WALKER BROTHERS, Conshohocken, Pa. Automotive battery cable, primary wire, spark plug sets, ignition wire, booster cable, trailer lead cord, etc. A. M. Callanan, pres.; C. A. Dougherty, treas.; J. S. Blackburn, gen. sales mgr.; J. R. Lewis, sales mgr. auto. div.; W. H. Taylor, adv. mgr.; Donald H. Wiese, pur. agt. **Adv. Agcy.**—Chew, Harvey & Thomas, 3 Penn Center Plaza, Philadelphia, Pa.

WALKER & CO., 88 Custer, Detroit 2, Mich. Automobile dealer identification signs; electric displays (signs), neon, and outdoor advertising. Clarence D. Blessed, pres.; Thomas F. Wolcott, vice-pres.; Lee A. Kremer, secy.; Evan P. Bayne, treas.

WALKER MFG. CO. OF WISCONSIN, Racine, Wis. Portable and service jacks (hydraulic and mechanical); exhaust silencers and pipe; hydraulic jack oil; penetrating oil; oil filters and cartridges. James S. Allan, chmn. of the bd.; Rea I. Hahn, pres.; Thomas B. Earle, vice-pres., treas.; Wm. Jasperson, vice-pres., dir. of sales; Wayne Rapp, vice-pres., sales mgr. wholesale; Robert K. Roland, vice-pres. orig. equip., sales mgr.; T. Faxon Hall, vice-pres., prom. adv. mgr.; Mel Holland, serv. mgr.; Walter Shoff, dir. of pur.; Les Coffin, pur. agt.; Arnold Pias, traf. mgr. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. M. E. Goldman, acct. exec.

WARD BODY WORKS, INC., 807 Harkrider, Conway, Ark. School and transit buses. D. H. Ward, pres., gen. mgr.; Bertha E. Ward, secy.-treas.; J. J. Grady, plant foreman.; E. O. Ryan, chf. engr.; George R. Evatt, pur. agt.; Fred Simpson, parts mgr.; George W. Cummings, contr.; W. D. Norman, sales mgr.; Bill Hess, traf. mgr.

WARD LaFRANCE TRUCK CORP., Elmira, N. Y. Motorized fire apparatus and special commercial trucks. John R. Stone, vice-pres. opers.; Harris J. Kline, chmn. of bd. of dirs.; Laurence Witten, dir., vice-pres.; Louis Friedman, dir., secy.; Joseph E. Faehndrich, treas.; P. A. Jenks, sales mgr.; Robert S. Krause, prod. mgr.; Gordon W. Barr, chf. engr.; John J. Valego, pur. agt.

WARD PRODUCTS CORP., Div. of Gabriel Co., General Offices, 1148 Euclid ave., Cleveland 15, O. Factory address: Amsterdam, N. Y. Auto and communications antennas. J. Cejka, gen. sales mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

WAREHOUSE DISTRIBUTING CO., 3810 N. 19th st., Philadelphia 40, Pa. Blok seal, spark plug cleaning compounds, radiator stop leaks, ignition sealers, windshield wiper hose, shock and knee action oils, headlamp gaskets, cork gaskets, head and head gasket sets, shellac, penetrating and hydraulic jack oils, car wash, fabric and white wall tire cleaners, brake fluids. Samuel Haisfield, pres. and pur. agt.; B. Haisfield, secy.-treas.; Charles A. Murland, sales mgr.; Eugene I. Paul, works and parts and acc. mgr.; Robert Luke, traf. mgr. **Adv. Agcy.**—H. Arthur Engleman, Philadelphia, Pa.

WARN MFG. CO., INC., 18821 Pacific Highway S., Seattle 88, Wash. Conversion hubs for 4-wheel drive vehicles, Willys Jeep, 4-wheel drive pick-up, station wagon, Dodge power wagon and army surplus Dodge. Arthur M. Warn, pres.; W. E. Skrinde, vice-pres.; Sadie L. Warn, secy.; Thurston L. Warn, sales mgr. **Adv. Agcy.**—Gall Advertising Agcy., Seattle 1, Wash.

WARNER AUTOMOTIVE DIV., Borg-Warner Corp., S. Wayne st., Auburn, Ind. Automotive replacement parts, ring gears and pinions, differential cases and parts, transmission gears, gear box assemblies, etc. Spencer H. Mieras, pres., gen. mgr.; D. C. Hamilton, vice-pres.; J. K. Tully, secy.; H. G. Jackson, treas.; K. H. Mitchell, oper. mgr.; F. K. L. Johnson, industrial sales mgr.; M. R. Seavers, replacement parts sales mgr.; H. A. McAninch, vice-pres. engrg.; C. C. Hine, pur. agt.

WARNER ELECTRIC BRAKE & CLUTCH CO., Beloit, Wis. Electric brakes and clutches for transportation and industry. Steven P. J. Wood, pres.; M. Divine, secy.-treas.; Arthur Meyer, vice-pres., mfg. research; J. George Oetzel, vice-pres., engrg. research.; E. Cleary, vice-pres., div. mgr. mfg.; H. Kays, mgr. pur. **Industrial div.:** Norman K. Anderson, vice-pres., mktg. and sales; Donald McComb, adv. and sales prom. mgr. **Adv. Agcy.**—Howard H. Monk & Associates, Rockford, Ill. Jack Glynn, acct. exec.

WARNER GEAR DIV., Borg-Warner Corp., 1106 E. Seymour st., Muncie, Ind. Passenger car transmissions, truck transmissions, automatic torque converter transmissions, overdrive units, transfer drive transmissions, marine transmissions, industrial transmissions, synchronizer assemblies, parking brake assemblies, automotive gears. E. S. Russey, pres. and gen. mgr.; J. C. Oesterle, vice-pres. and asst. gen. mgr.; F. M. Tubey, secy.-treas.; W. H. Cortwright, vice-pres., works mgr.; Charles F. Powers, serv. sales mgr.; Palmer Orr, chief engr.; R. W. Wayman, develop. engr.; L. A. Black, dir. of pur.; D. Bickel, traf. engr.; R. B. Whinrey, office mgr., pub. rel.; J. L. Day, labor rel. dir.; L. T. Druck, pur. agt. **Det. Rep.**—R. R. Rolph, 7-233 General Motors bldg. **Adv. Agcy.**—Bob Robinson, Inc., Muncie, Ind.

WARNER-PATTERSON CO., 600 S. Michigan ave., Chicago 5, Ill. Liquid solder (non-metallic deposits tiny fibers), speed flush liquid radiator cleaner, heavy duty radiator cleaner dry type, cooling system protector and water pump lubricant, block repair and heavy duty sealer. J. H. Cattell, pres.; R. M. McNeily, treas., vice-pres. sales; I. J. Fox, vice-pres. mktg.; I. J. Bialek, traf. mgr. **Adv. Agcy.**—George H. Hartman Co., Chicago, Ill.

WARNER AND SWASEY CO., Duplex Div., Lansing 4, Mich. Heavy duty motor trucks, gasoline and Diesel engine-driven generating sets. H. L. Walker, vice-pres. and gen. mgr.; G. L. Hagren, elec. engr.; R. Huffman, chf. mech. engr.; H. V. Bryan, mgr. Gov't sales; Glen P. Shaw, serv. mgr.; W. F. Cook, asst. gen. mgr., pur. agt.

WARTBURG OF AMERICA CO., INC., 5313 18th ave., Brooklyn 4, N. Y. Wartburg automobile. David Gurvitz, pres.; Lee R. Barnes, vice-pres.; Boris Kotler, exec. vice-pres., secy., treas.; Harold Potters, gen. mgr.; Aldo Lanari, works mgr., parts & acc. mgr.; Manual Press, sales mgr.; Phyllis Foley, asst. sales, sales prom. mgr.; Erwin Kaplan, serv. mgr. **Adv. Agcy.**—Miller Advertising Agency, New York City, N. Y. Herbert Goldstein, acct. exec.

(Continued)

Who's Who in the Auto Industry

(Continued)

WASHMOBILE, 1010 Hudson st., Union, N. J. Auto washing equipment. Bernard Budish, pres.; Wm. C. Koppel, vice-pres.; Max M. Fruchter, pur. agt.; Charles Gumberg, traf. mgr. **Det. Rep.**—Harry Shamis, 5300 N. Sherman blvd., Milwaukee, Wis. **Adv. Agcy.**—Lewis Advertising, Newark, N. J. Morton J. Weinstein, acct. exec.

WASSELL ORGANIZATION, INC., Westport, Conn. Visual control system, rotary record and correspondence housing, visible record equipment. F. Lloyd Wassell, chmn. of bd.; G. W. Wassell, pres.; Walter P. Welch jr., pur. agt. **Det. Rep.**—K. T. Dunsmore, Wassell Detroit Co., 16240 James Couzens hwy. **Adv. Agcy.**—James R. Flanagan Adv. Agcy., New York, N. Y.

WATERVLIET TOOL CO., INC., 1349 Broadway, Albany 4, N. Y. Fleetmaster truck lift, handy sander, service master safety lift, vibrator, iron horse-bumper lift. H. H. Shincel, pres.; E. J. Sheehy, secy., treas.; W. Reepmeyer, works mgr.; R. W. Lace, sales mgr.; Gerrit Van Nederynen, chief engr.; Frank Roos, Paul Hanreeder, pur. agts.; S. LeVan, traffic mgr. **Det. Rep.**—Gabriel Nicholas, 18048 Prosper st., East Detroit. **Adv. Agcy.**—Dave Fris Advertising Co., Albany, N. Y.

WATKINS-DUNN CO., INC., 259 Amherst st., Buffalo 7, New York. Motor truck bodies, van type; dump bodies and hoists, welded steel assemblies, Ralph J. Dunn, pres.; Theodore Shamp, vice-pres.; Carl Schlez, secy.-treas.

WATSON CO., H. S., 1316 67th st., Emeryville, Calif. Auxiliary transmissions, power take-offs. Frank M. House, pres., gen. mgr.; R. S. Pershing, sales mgr.; Mark Anthony, adv. and sales prom. mgr.; C. Stenberg, pur. agt.; Dan Dowrick, serv. mgr.; Geo. Galloway, northeast mgr.; Ed Huddelson, southeast mgr.; Ray Terrill, north central mgr.; Dan Sparks, south central mgr.; Joseph O'Keefe, northwest mgr.; P. L. Gassoway, west mgr.

WATSON CO., JOHN WARREN, 1924 Hunting Park ave., Philadelphia 40, Pa. Impregnated fabric and paper for body cab, radiator and engine mountings; hood-lacing and leaf spring inserts; lubricant coating pencils. John W. Watson, pres., chief engr.; R. A. Watson, vice-pres., secy.-treas., gen. mgr.

WATTS ELECTRIC & MFG. CO., 2222 E. Maple rd., Birmingham, Mich. Automotive electrical sockets, sealed molding clips and washers. Robert M. Heller, pres.; Ralph C. Goode, secy.-treas.

WAUKESHA MOTOR CO., St. Paul ave., Waukesha, Wis. Internal combustion engines and units. J. E. DeLong, pres., gen. mgr.; R. Merriam, chief engr.; C. E. Nelson jr., exec. vice-pres.; A. Herzberg, gen. supt.; J. G. Swain, vice-pres. sales; N. H. Willis, vice-pres. engrg.; F. C. Schulze, sales mgr.; H. J. Lemmer, adv. mgr.; Harvey Wilson, serv. mgr.; Art Knaak, distrib. serv., sales; L. F. Whisler, pur. agt.; H. Eckert, traf. mgr. **Adv. Agcy.**—Cramer-Krasselt Agency, Milwaukee, Wis. Carl Brehm, acct. exec.

WAUSAU MOTOR PARTS CO., Schofield, Wis. Piston rings, valve seat inserts. G. C. Landon, pres., gen. mgr.; Don J. Horkan, vice-pres. and asst. gen. mgr.; J. S. Landon, vice-pres., treas.; Lee Doty, vice-pres., engrg. and res.; R. P. Tinkham, secy.; B. K. Konkol, asst. secy.-treas.; W. F. Schmeling, replacement sales mgr.; Glenn Aschbrenner, works mgr.; I. H. Gisselman, pur. agt.

WAVERLY PETROLEUM PRODUCTS CO., 3018 Market st., Philadelphia 4, Pa. Oils and greases, oil and grease absorbent. Edw P. Frankel, pres.; Earl Scott, secy.-treas.; E. W Coogan, sales mgr. **Det. Rep.**—Robert Heffner, Kettering, O. **Adv. Agcy.**—Beaumont, Heller & Sperling, Inc., Reading, Pa.

WAYNE CHEMICAL PRODUCTS CO., Copeland st. and M.C.R.R., Detroit 17, Mich. Rust preventive oils and coatings, lubricants, paste solder, cleaners, cutting and grinding oils, spray booths. Edgar G. Behr, pres.; Karl G. Behr, vice-pres.; Warren C. Dilloway, secy.; George E. Sullivan, treas., gen. mgr.

WAYNE PUMP CO., Division of Symington Wayne Corp., 124-134 W. College ave., Salisbury, Md. Gasoline dispensing pumps, air compressors, hose reels, automotive hoists and indus. lifts. W. H. Bateman, pres.; C. F. Bateman, B. A. Dean, A. E. Allen, vice-presidents; W. T. Thornton jr., vice-pres., secy.-treas.; W. O. Howland, serv. mgr.; C. E. Bounds, pur. agt. **Det. Mgr.**—M. J. Vierling, 1627 W. Fort st. **Adv. Agcy.**—A. E. Aldridge Assoc., The Benson, Jenkintown, Pa. A. E. Aldridge, acct. exec.

WAYNEWORKS DIV., Divco-Wayne Corp. (See Divco-Wayne Corp.)

WEATHERHEAD COMPANY, 128 W. Washington blvd., Ft. Wayne, Ind. Tube fittings, flexible hose assemblies, dash controls, drain and shut-off cocks, valves, accessories and screw machine parts for automotive products. Albert J. Weatherhead jr., pres.; James M. Baker, vice-pres. and gen. mgr.; Mario R. Funari, treas. and contr.; Clayt Ehlert, pur. agt.; Kenneth W. Finch, chief engr.; M. J. Kaufman, works mgr.; A. S. Wade, sales mgr. OEM div.; C. S. Johnson, sales mgr. auto. OE div.; Det. Office, 923 Fisher bldg.

WEAVER MFG. CO., 2171 E. 9th st., Springfield, Ill. Headlight testers, brake testers, alignment testers, front end equipment, jacks, lifts (automotive, truck and bus), shop service equipment, air compressors, car washer, wheel dollies. I. A. Weaver, pres.; E. A. Costa, exec. vice-pres., gen. mgr. and bus. mgt. dir.; Ruel Logan, vice-pres. chge. of sales; W. A. Ross, vice-pres. chge. engrg.; Henry Lange, gen. sales supervisor; A. A. Biggs, treas.; H. G. Becker, supt.; John M. Carroll, secy.; E. V. Eastman, adv. mgr.; G. A. Rudin, serv. mgr.; O. W. Ellis, pur. agt.; H. G. Hogan, traf. mgr.; J. S. Greenleaf, maint. supt. **Det. Rep.**—A. W. Ray, 9364 E. Outer drive, Detroit, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

WEBER TOOL CO. (Weber Racing Cams and flywheels), 2990 Ramona blvd., Los Angeles 33, Calif. Camshafts, push rods, jet plates, flywheels steel-faced (aluminum), degree wheels, clutches, adapters (transmission housings). Harry J. Weber, pres., chief engr.; John H. Price, vice-pres., works mgr.; B. G. Weber, secy.; Charles H. Storing, gen. mgr. **Adv. Agcy.**—Shackelford Advertising Agency, Los Angeles 31, Calif.

WEBSTER ELECTRIC CO., 1900 Clark st., Racine, Wis. Intercommunication and sound systems and magnetic tape recorders. A. C. Kleckner, chmn. of bd.; P. G. Crewe, vice-chmn. of bd.; D. J. Munroe, pres.; H. C. Stacey, gen. sales mgr.; W. E. Dent, adv. mgr.; H. Weinbrenner, serv. mgr.; P. A. Karil, vice-pres. in chge. of pur.; O. Hansche, asst. secy. and traf. mgr.; P. Arzikovic, per. mgr. **Det. Rep.**—Vic Stalford, 92 Peterborough. **Adv. Agcy.**—Franklin Advertising, Inc., Milwaukee, Wis.

WEBSTER MFG. LTD., W. L., 5320 Riverside dr., Riverside, Ont. Interior trim for passenger cars and trucks, truck seat trim replacement kits, school bus seat trim replacement kits, automotive safety seat belts. W. L. Webster, pres.; B. F. Webster, vice-pres., treas.; Harold E. Roberts, gen. mgr.; C. A. McKaig, traf. mgr.

WEIAND POWER & RACING EQUIPMENT, 2733 San Fernando rd., Los Angeles 65, Calif. Manufacturers of power and racing equipment for most popular makes of domestic automobiles, i.e. high compression cylinder heads, dual and triple manifolds for street use; four, six and eight carburetor competition manifolds. Also a complete line of GMC 471 and 671 supercharger manifolds for competition.

WEIDENHOFF CORP., Algona, Ia. Automotive test equipment. W. W. Daniel, pres.; K. T. Peirce, vice-pres., gen. mgr., and pur. agt.; R. L. Grover, secy.; Wm. Nemitz, treas.; Miles M. Sionikas, sales mgr. asst. secy.; R. E. Barnes, chief engr.

WEIRTON STEEL CO., Main, Weirton, W. Va. Hot and cold rolled sheets and hot rolled strip, galvanized sheets, long ternes, tin plate, zinc coated sheets (weirzin). E. O. Burgham, chmn. of bd.; Albert J. Berdis, pres.; J. H. Harris, vice-pres., treas.; R. S. Meighen, vice-pres. sales; F. G. Brown, asst. vice-pres. sales; J. K. Deasy, asst. vice-pres. pur. and traf.; C. E. Carr, vice-pres., gen. mgr.; H. C. Fitton, adv. mgr.; J. H. McNeal, pur. agt.; C. B. Dodd, pub. rel. mgr. **Det. Rep.**—W. F. Myers, General Motors bldg. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. R. D. McLouth, acct. exec.

WELD-BUILT BODY CO., INC., 5903 Preston Court, Brooklyn 34, N. Y. Wrecking equipment, truck-mounted amusement rides, towing equipment, crash and garbage trucks. Arthur Nelson, pres.; Joseph Milan, vice-pres.; A. Matteri, works mgr.; A. Fava, sales mgr. **Adv. Agcy.**—Norman Commercial Art Service Co., New York, N. Y. N. Levit, acct. exec.

WELLER ELECTRIC CORP., P. O. Box 345, Easton, Pa. Soldering guns and soldering irons. Carl E. Weller, pres.; Norman E. Ritter, vice-pres. ser.; Edwin Y. Thompson, vice-pres. mfg.; C. R. Robertson, vice-pres. sales; Duane Smith, treas.; A. P. Wertz, European sales mgr. **Adv. Agcy.**—Arndt, Preston, Chapin, Lamb and Keen, Inc., Philadelphia, Pa. Earle C. Thompson, acct. exec.

WELLINGTON SEARS CO., 111 West 40th st., New York 18, N. Y. Cotton and synthetic fabrics of all types for all industries. H. D. Ruhm jr., pres. **Det. Rep.**—C. K. Saunders, Wellington Sears Co., 2070 Penobscot bldg. **Adv. Agcy.**—Ellington & Co., New York, N. Y. H. W. Covington, acct. exec.

WELLMAN CO., THE S. K., 200 Egbert rd., Bedford, O. Sintered metal clutch plates, clutch facings and brake linings for automotive, aircraft, industrial and earth-moving equipment. S. K. Wellman, chmn. bd.; R. W. Biggs, pres.; W. E. Canfield, vice-pres.; William A. McAfee, asst. secy.; C. T. Cox, vice-pres., secy.-treas.; R. C. Brigieb, replacement parts dept. sales mgr.; J. E. Clegg, asst. sales mgr. repl. parts dept.; G. L. Romine, sales mgr. original equipment dept.; E. N. McVey, chief engr.; Frank Yehl, pur. agt. George Young, per. mgr. **Det. Rep.**—G. T. Gorman, 10600 Puritan, Detroit 38. **Adv. Agcy.**—C. D. Heiser, Cleveland, O.

WELTRONIC CO., 19500 W. Eight Mile rd., Detroit 41, Mich. Resistance welding controls, electronic timers, electronic and magnetic contactors, control combinations and accessories, motor controls, rectifier-regulators, electronic rectifiers, automatic engine test stands. Cletus J. Collom, pres.; Victor Saliba, secy.-treas.; D. J. Collom, chief engr.; George Ducharme, plant supt.; L. R. Broniak, sales mgr.; Robert Johnston, pur. agt.

WESBAR STAMPING CORP., West Bend, Wis. Car top carriers, replacement hub caps, outboard motor stands and carriers, steel discs for automatic transmissions, metal stampings (small), blanking, piercing and forming dies. C. I. Nielsen, pres., gen. mgr.; F. M. Nielsen, vice-pres.; Chet Nielsen, secy., sales and adv. mgr.; M. G. Rusch, treas., works mgr. **Adv. Agcy.** — Ramsthal Advertising Agency, West Bend, Wis.

WEST CHEMICAL PRODUCTS, INC., 42-16 West st., Long Island City 1, N. Y. Disinfectants, deodorants, soaps, cleaners. M. M. Marcuse, chmn. of bd.; James E. Marcuse, pres.; L. J. Oppenheimer, vice-pres., secy.; S. S. Ross, vice-pres., treas.; G. J. Ross, contr.; W. Flatow jr., vice-pres. G.S.M.; R. C. Goodwin, adv. mgr.; William C. Wallstein, pur. agt.; Martin Yunker, traf. mgr. **Det. Rep.**—J. K. Rowley, 11201 Manning ave. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. R. Brockway, acct. exec.

WESTBERG MFG. CO., 144 S. Coombs st., P. O. Box 239, Napa, Calif. Westach auto and portable engine test unit, auto, truck and marine tachometers, wind speed indicators and industrial speed indicators. V. L. Westberg, pres.; D. A. Kratzer, sales mgr.

WESTBROOK INDUSTRIES, INC., 140-146 Malvern st., Newark 5, N. J. Brake and clutch bonding equipment. J. Urbano, pres., treas.; M. Urbano, secy.; E. J. Nolan, sales mgr., pur. agt.

WESTCLOX, Div. of General Time Corp., LaSalle, Ill. Automobile clocks. H. B. Whitehead, acting div. mgr.; D. J. Hawthorne, pres.; H. T. Millikin, mgr. mktg.; J. L. Bruce, ind. sales mgr.; C. L. Traeger, mktg. ser. mgr.; E. E. Connell, prod. mgr. spring wound clocks; R. E. Weaver, prod. mgr. electric clocks; D. M. Lowe, prod. mgr. watches; Roy Maser, mgr.; M. E. Schlenker, chf. engr.; G. E. Magill, pur. agt.; L. C. Damm, traf. mgr. **Det. Rep.**—Don Hale, 18932 W. McNichols rd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Chicago, Ill. J. D. Davis, acct. exec.

WESTERN TOOL AND STAMPING CO., 2725 Second ave., Des Moines 13, Ia. Certified power mowers, lawn sweepers, snow plow, riding mowers, and electric hand trimmers. E. W. Kolls, chmn. of bd.; J. E. Kolls, pres.; Clark Shreck, secy.-treas.; E. C. Seyphol, vice-pres. mktg. mgr.; R. R. Torgersen, vice-pres. and serv. mgr.; George I. Wood, vice-pres. engrg. mgr.; Clark Shaw, dir. adv. and mktg. res. **Det. Rep.**—David W. Marstiller, 10958 Roxbury, Detroit, Mich. **Adv. Agcy.**—Rothbardt-Haas Advertising, Inc., Chicago, Ill. Robert A. Haas, acct. exec.

WESTINGHOUSE ELECTRIC CORP., Lamp Div., MacArthur ave., Bloomfield, N. J. Incandescent and fluorescent lamps. Mark W. Cresap jr., pres.; F. M. Sloan, vice-pres.; C. E. Erb, gen. sales mgr.; H. E. Plishker, merch. mgr.; F. M. Ogden, mgr. miniature lamp dept.; R. M. Harris, mgr. min. lamp sales; W. D. Scott, mgr. adv. and sales prom.; F. E. Esser, pur. dept. **Det. Rep.**—T. L. Holbrook, P. O. Box 502, Detroit. **Adv. Agcy.**—McCann-Erickson, Inc., 485 Lexington ave., New York 20, N. Y. C. Nulle, acct. exec.

WETTLAUFER ENG. CO., DIVISION OF PIONEER ENGINEERING & MANUFACTURING CO., 19000 W. Eight Mile rd., Detroit 19, Mich. Product and automotive engineering, patterns, mockups and die models, plastics, kirksite foun-

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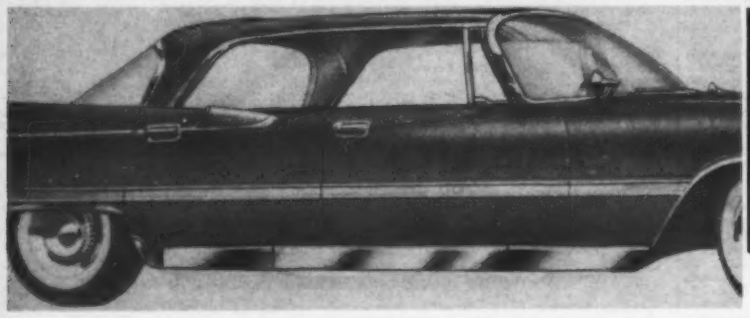

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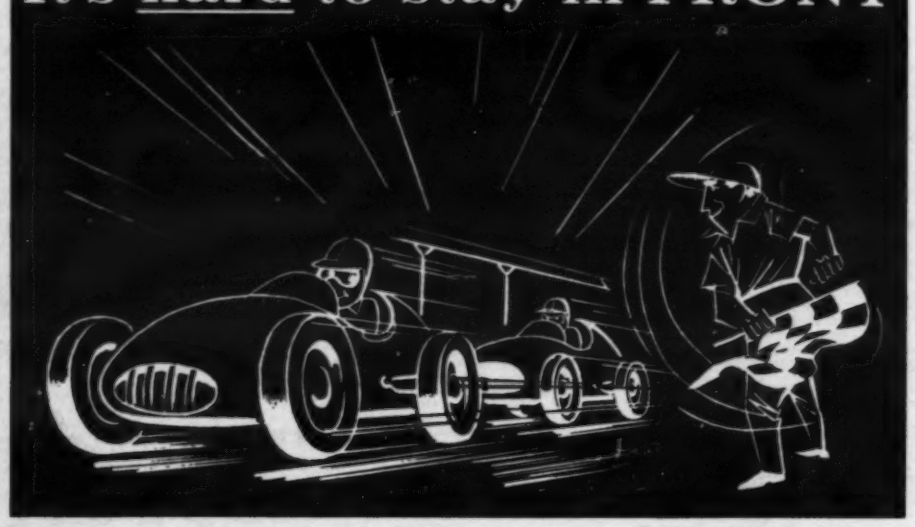

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Who's Who in the Auto Industry

(Continued)

dry and experimental metal fabrication. Michael Pinto, pres.; Paul Burns, vice-pres.; John W. Fuller, treas., Harold A. Vots, chf. engr.; Alfred C. Dimpfl, plant supt.; R. F. Beach, O. C. Davidson, C. Frick, J. Pellette, sales engineers.

WHALE TOOL CORP., 1767 Broadway, New York 19, N. Y. Pil-wrench—locking type. Louis Rosenberg, gen. mgr.

WHEEL WEIGHTS, INC., 122 South First st., Ann Arbor, Mich. Wheel balance weights. M. J. Hume, pres.; R. J. Zaebst, gen. mgr.

WHEELDEX & SIMPLA PRODUCTS, INC., Peekskill, N. Y. Motorized and manual card filing equipment. Etchel Scholfield, pres.; R. P. Scholfield, gen. mgr. **Det. Rep.**—V. Whims, Wheeldex-Simpla Detroit Co., Book bldg., room 501, Detroit, Mich.

WHELAND CO., 2800 S. Broad st., Chattanooga 2, Tenn. Gray iron automotive castings. Gordon P. Street, pres.; Charles W. Wheland, vice-pres.; C. C. Lay, treas.; Gordon L. Smith jr., secy.; K. L. Landgrebe, vice-pres., fdry. oper. **Det. Rep.**—J. Fred Selman, 910 Fisher bldg., Detroit. **Adv. Agcy.**—Power & Condon, Chattanooga, Tenn.

WHITAKER CABLE CORP., 1301 Burlington st., Kansas City 16, Mo. Battery cable, ignition sets, spool wire, wire harness assemblies, battery terminals, battery service tools, bonding jumpers, radio assemblies. J. P. Whitaker, pres.; T. A. Voelker, vice-pres., chge. Eastern sales div.; T. H. Stuver, secy., pur. agt.; A. L. Taylor, treas.; J. F. Whitaker, exec. vice-pres.; C. Craig Whitaker, vice-pres. in chge. ind. sales; Ivan F. Cloud, chf. engr.; S. C. Williams, wire plant mgr.; D. E. Stewart, vice-pres. in chge. of sales; J. W. Taylor, vice-pres. in chge. of St. Joseph, Mo. plant; P. B. Melcher, replacement sales mgr.; Thomas J. Baldridge, adv. mgr.; M. D. Downing, asst. pur. agt. **Det. Rep.**—C. O. Larson, 16840 Kercheval, Grosse Pointe, Mich. **Adv. Agcy.**—Richard Lane & Co., Kansas City, Mo.

WHITE AUTOMOTIVE PRODUCTS, INC., 1604 Douglas ave., North Providence 4, R. I. Upper cylinder oiler. Henry L. White, pres., chief engr.; Samuel Hesketh, vice-pres.; Raymond A. Masse, secy.; Lily Parkinson Hesketh, treas.

WHITE & BAGLEY CO., THE, 100 Foster st., Worcester 8, Mass. Motor oils, gear oils, greases, specialties. Edwin G. Bagley, pres., treas.; Herbert P. Bagley II, secy.; Mary T. Holland, adv. mgr.; Ernest W. Foster, pur. agt.; John W. Moulton, traf. mgr.

WHITE COLOR CARD CO., 467 Amsterdam, Detroit 2, Mich. Automotive upholstery and color selectors. Myron S. Steinberg, pres.; Wayne G. Gratopp, gen. mgr.; Samuel B. Keene, secy.; Howard J. Fisher, treas.; J. Floyd Johnson, adv. mgr.; John E. Stamler, sales mgr. **Det. Reps.**—Wayne G. Gratopp, and John E. Stamler, 467 Amsterdam. Frank Benton, Dallas; Donald Miley, Toledo; William Yager, Louisville; John Porter, Kansas City. **Adv. Agcy.**—Artvertisers - Detroit Detroit, Mich. Milton Watson, acct. exec.

WHITE MOTOR CO., 842 East 79th st., Cleveland 1, O. White Mustang power trucks and tractors, White 3000 and 5000 trucks, Autocar trucks, diesel engines. Robert F. Black, chmn. of bd.; J. N. Bauman, pres.; H. J. Nave, exec. vice-pres.; H. D. Weller, vice-pres. sales; F. S. Baster, vice-pres. chge. engrg.; J. P. Dragin, vice-pres., finance; Al Edgerton, secy.; W. L. Pepin, dir. of serv.; Harold O. Hoffman, treas.; William B. Terbeek, works mgr.; G. C. Frank, tech. asst. to pres.; Robert Cass, asst. to pres.; H. Richard Stickel, asst. to pres. and dir. of pub. rel. and fleet sales; Paul Gillan, chief engr.; R. A. Fryer, adv. mgr. **Adv. Agcy.** — Fuller & Smith & Ross, Cleveland, O. J. S. Manuel, vice-pres.

WHITEHEAD STAMPING CO., 1665-7 W. Lafayette blvd., Detroit 16, Mich. Stampings, standard washers, special washers. J. F. Whitehead, chmn. of bd.; J. F. Whitehead jr., pres., treas M. B. Whitehead, vice-pres.; G. B. Whitehead, vice-pres., sales mgr.

WHITMAN & BARNES, 40600 Plymouth rd., Plymouth, Mich. Drills, reamers, countersinks, tool bits, counterbores, carbide tools and special tools. K. Kronwall, pres.; E. W. Zipse, vice-pres., gen. mgr.; H. G. Capron, secy.; H. Beckstrom, treas.; W. Tichy, works mgr.; C. W. Krueger, sales mgr.; D. T. Meisel, adv. mgr.; R. G. Matley, pur. agt. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich. R. N. Blatchford, acct. exec.

WHITNEY CHAIN CO., 237 Hamilton st., Hartford 2, Conn. Replacement timing chain, industrial power trans. chain. L. H. Whitney, pres.; Leota G. MacKenzie, secy.; B. G. Tyrrell, treas.; W. O. R. Korder, sales mgr.; R. G. Atkins, mktg. mgr., sales prom. and adv. mgr.; W. R. Edgerton, chief engr.; W. E. Welles, pur. agt.; S. G. Corbett, traf. mgr.

WHIZZER INDUSTRIES, INC., 350 South Sanford, Pontiac 20, Mich. Whizzer motors and motorbikes. Dietrich Kohlsaat, pres.; Frank Andux, contr.; Martin Goldman, secy.-treas.; H. D. Goldman, sales mgr.; Henry Schuricht, chief engr.; L. A. Kent, pur. agt. **Adv. Agcy.** — Dudgeon, Taylor & Bruske, Detroit, Mich. Paul Bruske, acct. exec.

WICO ELECTRIC CO., a div. of Globe-Union, Inc., Box 111, West Springfield, Mass. Magnetos and distributors. H. M. Sauers, pres.; A. L. Brownlee, vice-pres.; C. L. Allen, mgr., ind. and trade sales; O. H. Tift, mgr., adv. and mktg.; M. F. Allen, serv. mgr.; A. I. Alstrom, mgr., Flywheel Magneto sales; M. E. Kinkade, traf. mgr.; H. W. Pugh, pur. agt.; H. F. Burke, mgr., ind. and pub. rel. **Adv. Agcy.**—Ad-Service, Worcester, Mass.

WILBUR & WILLIAMS CO., THE, 130 Lincoln st., Boston 35 (Brighton), Mass. Specialized industrial paints and coatings; rust inhibitive, full rubber base and vinyl acid resistants. Merton E. Williams, pres.; C. J. Gotthardt, vice-pres.; Nathaniel Frothingham, secy., sales prom. mgr.; Charles E. McCarthy, pur. agt.; Donald E. Wilbur, treas. **Adv. Agcy.** — Potter-Repak Advertising, 1 Washington ave., Providence, R. I.

WILKENING MFG. CO., 2000 S. 71st st., Philadelphia 42, Pa. Piston rings, piston sealers, ring compressors, cylinder deglazer, piston groove cleaner, lathes, gauges. W. E. Wilkening, pres.; W. S. Loeb, vice-chmn. of bd.; H. E. Gerstley, chmn. of bd., treas.; D. A. Cowhig, exec. vice-pres.; Helmuth G. Braendel, vice-pres. engr.; J. O. Lutz, gen. sales mgr.; R. W. Doherty, replacement sales mgr.; Walter A. Kirkpatrick, adv. and sales prom. and pub. rel. mgr.; Francis Flynn, pur. agt. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa.

WILLARD STORAGE BATTERY DIVISION, The Electric Storage Battery Company, 246 E. 131st st., Cleveland 1, O. Storage batteries, battery service equipment, cables and wire. J. S. Harbison, sales mgr.; R. J. Pomeroy, sales oper. mgr.; G. W. Wolff, natl. ser. mgr.; E. M. Slowaker, staff asst.; J. P. Garvin, sales prom. mgr. **Det. Rep.**—L. P. McCarthy, 10600 Puritan ave.

WILLEY'S CARBIDE TOOL CO., 1340 W. Vernor hwy., Detroit 1, Mich. Tungsten carbide tools and metal, special cutting tools, diamond tools, wheel dressers. F. H. Willey jr., pres.; J. V. Rutten, vice-pres.; T. H. Goddard, secy.; E. Speicher, works mgr.; Henry Stier, chief engr.; T. H. Goddard, pur. agt. **Det. Reps.**—R. Schulz, Mathew Rumora, Les Huber. **Adv. Agcy.**—Philip D. Barrett, 16501 Wyoming, Detroit 21, Mich.

WILLIAMS & CO., J. H., 400 Vulcan st., Buffalo 7, N. Y. Detachable sockets and accessories, open-end and box wrenches, impact sockets, machinists' tools, chain pipe tongs and vises, hoist hooks, eye bolts, drop-forgings. M. J. Kearins, chmn. of bd.; J. C. Malugen, pres.; E. R. Burkardt, sales mgr., tools sales; G. W. Caruso, asst. sales mgr., tool sales; H. N. Maurer, vice-pres., forging sales; J. S. Slosson, vice-pres., mfg.; R. H. Runnalls, secy.-treas.; J. R. Armstrong, adv. mgr.; J. T. Schaner, pur. agt. **Det. Rep.**—Marshall H. Durston jr., 2258 Pine st., Birmingham, Mich. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. L. Wells Simonds, acct. exec.

WILLIAMSEN BODY & EQUIPMENT CO., 9th and Wall, Ogden, Utah. Commercial truck and trailer bodies and trailer chassis. L. C. Williamsen, pres. and gen. mgr.; Ronald E. Urry, exec. vice-pres.; P. Fred Pusey, secy.-treas.; L. Clair Williamsen, chief engr. Jack R. Williamsen, shop supt.; F. Emerson Stephens, sales mgr.; William Poole, pur. agt.

WILLMARK RESEARCH CORP., 250 W. 57th st., New York 19, N. Y. Complete nation-wide market and marketing research service. Mark Bernstein, pres.; Robert Bernstein, exec. vice-pres.; Louis S. Roberts, vice-pres., res. dir.; Harold Glantz, adv. and prom. mgr. **Adv. Agcy.** Bisberne Advertising Co., Chicago, Ill.

WILLYS MOTORS, INC. (Wholly-owned subsidiary of Kaiser Motors Corp.), Toledo, O. Automotive, manufacturing. Edgar F. Kaiser, pres.; S. A. Girard, vice-pres., gen. mgr.; Dean Hammond, vice-pres., engrg.; Cruse Moss, gen. sales mgr.; Con Ritchey, dir. of adv. and mdse.; Leo S. MacKay, vice-pres., pur.; E. C. McCleary, vice-pres., mfg.; L. O. Staelens, cont.; E. E. Trefethen, vice-pres. and treas.; William Marks, secy. **Det. Rep.**—Frank Brosnan, 13825 Grand River. **Adv. Agcy.**—Norman, Craig and Kummel, 30 Rockefeller Plaza, New York 20, N. Y.

WILSON, CO., THE, Mfg. of Wilco Products, 959 Commonwealth ave., Boston, Mass. Exhaust extension, motor moly, glow trim, sun visors, license plate brackets, fender whisker, travel trays and fender guide, William B. Sandler, pres., sales mgr.

WILSON, K. R., INC., 212 Mill st., Arcade, N.Y. "KRW" Ford service tools, hydraulic presses, garage equipment. James G. Devin, gen. mgr., Harold Schuyler, office mgr.; Homer D. Wilson, mgr. hydraulic press div., Harold A. Moyer, sales mgr. hydraulic div.; Howard Burton, export mgr.; J. B. Bainbridge, adv. mgr.; Frank C. Wilson, development; Robert Bridgeman, design engr. **Adv. Agcy.** — Harold Warner Agency, 482 Delaware ave., Buffalo, N. Y. Jim Turnball, acct. exec.

WINNER MANUFACTURING CO., INC., Box 399, Trenton 3, N. J. Custom molded products. I. M. Scott, pres.; J. Rosenwald II, vice-pres. sales mgr.; R. G. Palmer, treas.; D. A. White, pur. agt. **Adv. Agcy.**—Eldridge, Inc., Trenton, N. J.

WIREMOLD CO., THE, Hartford 10, Conn. Defroster hose, fresh air duct, auto cable housing (non-metallic). D. Hayes Murphy, ch. bd.; John Davis Murphy, pres.; William D. Ball, secy.; Robert H. Murphy, exec. vice-pres. and treas.; Paul O. Roedel, sales mgr., air duct div.; Edith Wootton, adv. mgr.; Joseph R. Dillon, pur. agt.; John F. Britt, traf. mgr. **Det. Rep.**—Robert C. Renolde, 2842 W. Grand blvd. **Adv. Agcy.**—The Charles Brunelle Co., 37 Lewis st., Hartford 3, Conn. Charles Brunelle, acct. exec.

WITTEK MFG. CO., 4305 West 24th pl., Chicago 23, Ill. Hose clamps. Ralph W. Tetzlaff, pres., gen. mgr.; Clarence Tetzlaff, vice-pres., treas.; Julius Marischler, secy.; H. J. Kratochvil, works mgr.; Edward Percival, sales mgr.; Herbert Zartler, chief engr.; John Woods, traf. mgr. **Det. Rep.**—Cameron Lombard, 3049 E. Grand blvd., Detroit, Mich. **Adv. Agcy.** — Merrill McEnroe & Associates, 176 W. Adams, Chicago, Ill.

WIX CORP., Gastonia, N. C. Oil, air and fuel filters and cartridges (automotive and industrial). A. H. Sims, chmn. of bd.; L. G. Alexander, pres.; Arthur Hull-Ryde, vice-pres. & gen. sales mgr.; R. W. Owen, sales mgr., automotive div.; Paul L. Francois, sales-mgr., orig. equip. & Brands; A. A. Wilson, sales mgr., ind. div.; Norman Hull-Ryde, sales prom. mgr. **Adv. Agcy.** — Humbert & Jones, New York, N. Y.

WOHLERT CORP., 708 E. Grand River, P. O. Box 1109, Lansing 5, Mich. Flywheel starter gears, water and oil pumps, clutch parts, tie rod ends, king bolts, miscellaneous automotive parts. Walter F. Patenge, pres., gen. sales Harry D. Hubbard, secy., treas.; Jud L. Hopkins, works mgr.; A. A. Nelson, pur. agt.; Lois Leitz, sales mgr. replacement dept.; Hugh Patenge, sales mgr. contract div. Kenneth Patenge, comptr. **Adv. Agcy.**—Harry Deady, Lansing, Mich.

WOLF CO., JOHN E., Home State Life bldg., Oklahoma City 3, Okla. The Wolf Plan of Service Merchandising and Owner Follow-Up, service promotions, "Good Will" and customer relations programs. John E. Wolf, pres.; John E. Wolf jr., vice-pres.; Thomas C. Wolf, secy.-treas.; J. C. Geary, dealer rel.; Elwood Hall, creative dir. **Reps. in:** Dallas, Tex., Buffalo, Chicago, Cincinnati, Cleveland, Denver, Detroit, Fargo, N. D., Atlanta, Indianapolis, Kansas City, Long Beach, Calif., Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, St. Louis, San Francisco, Seattle. **Det. Rep.**—H. W. Schlachter, 25570 S. River rd., Mt. Clemens, Mich.

WOLF'S HEAD OIL REFINING CO., INC., Wolf's Head bldg., Oil City, Pa. Wolf's Head motor oil and lubes, Pennsylvania lubricating oils, white crude scale wax, gasoline, kerosene, fuel oil. A. W. Scott, pres.; C. R. Scott, vice-pres., secy., sales mgr.; G. E. Scott, vice-pres., treas.; W. B. Smith, refinery supt.; C. M. Harbison, pur. agt.; R. C. Kean, traf. mgr. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa.

WOLVERINE TUBE, Div. of Calumet & Hecla, Inc., 17200 Southfield rd., Allen Park, Mich. Copper automotive tube (for original and replacement markets). D. W. Blend, gen. mgr.; R. M. Frink, dir. oprns.; J. M. Dumser, dir. sales; H. A. Harty, adv. mgr.; W. D. Schelbe, dir. pur.; J. L. Haddock, traf. mgr.; F. W. Oakes, dir. ind. and pub. rel. **Adv. Agcy.** — Gray & Kilgore, Inc., Detroit, Mich. A. J. Brooks, acct. exec.

WOOD CO., JOHN, Bennett Pump Div., Muskegon, Mich. Gasoline pumps, barrel pumps, grease dispensers, oil dispensing equipment, Islanders, Tireflators, hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres. and gen. mgr.; R. S. Owens, vice-pres. and treas.; S. K. Makemson, vice-pres. and gen. sales mgr.; A. C. Raschke, asst. to vice-pres. and gen. sales mgr.; P. B. Riner, adv. mgr.; W. M. Hoxie, serv. mgr.; Walter C. Chaffee, vice-pres., dir. of engrg.; R. L. Borgeson, pur. agt.; H. C. Stamer, traf. mgr. **Det. Rep.**—E. R. Finan, 15145 W. McNichols rd., Detroit. **Adv. Agcy.**—Geyer, Morey, Madden & Ballard, Inc., 350 Fifth ave., New York 1, N. Y.

WOODALL INDUSTRIES, INC., 7565 E. McNichols rd., Detroit 34, Mich. Body trim panels, roof headlining panels, housings for heating and air cond. systems, molded plastic parts, formed fiber parts, visors, leather grained fiberboards, trim and insulating assemblies. H. J. Woodall, pres.; M. E. Griffin, secy. and treas.; C. B. Johnson, exec. vice-pres.; R. T. B. Peirce, sales mgr.; F. L. Chadwick, asst. sales mgr.; J. W. Greig, chief engr.; G. K. Geisbuhler, pur. agt.; Norman Krause, asst. pur. agt.; Ross McCann, traf. mgr.

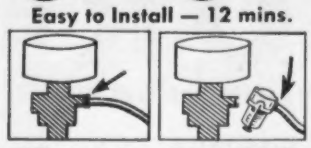
WOODLETS, INC., 2048 Niagara st., Buffalo 7, N. Y. "Ozium" the glycol-ized air freshener and sanitizer, "Ozex," the finger-tip insect spray; paper toweling; paper place mats and coasters; distinguished sales promotionals. Geoffrey H. Wood, pres. and gen. mgr.; W. E. Vaughan, vice-pres.; R. H. Stout, sales prom. mgr.

WOODLIN METAL PRODUCTS CO., Div. of Muskegon Motor Specialties Co., Marshall, Mich. Aluminum window sash for trucks and buses. Carlyle Serr, mgr.; R. J. Roelly, sales mgr.

(Continued)

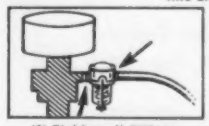
66% Profit • • NEW 300
MILEAGE MINDER GAS STRETCHER

Easy to Install — 12 mins.



(1) Disconnect fuel line to carburetor

(2) Install MILEAGE MINDER between fuel line and carburetor



(3) Tighten all fittings

Steady gas pressure . . . keeps car running right, with these extras

- Stops waste—saves 10% to 40% gas
- Ends flooding, bucking, starving
- Steady idling — no stop-signal dying

Magnetic Trouble Trap built into glass fuel bowl. Protects carburetor.

$6.95

Make Friends! Make extra profits! Sell Mileage Minder

PASER MFG. CO.

537 TURK ST., SAN FRANCISCO 2, CALIF.

BEDELL & NELSON ENGINEERS
INCORPORATED

Consulting Engineers-Architects

Automobile Dealership

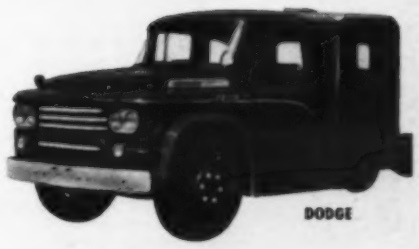
Design and Planning

1200 St. Charles Ave. New Orleans, La.

Immediate Delivery on Sleeper Cabs
by AUTOMOTIVE INDUSTRIES
FOR YOUR GMC, DODGE, FORD AND CHEVROLET TRUCK

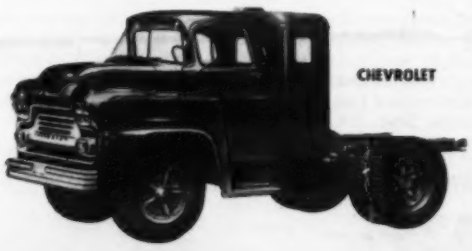
G.M.C.

New in design and construction, these cabs accommodate a full size pullman-type berth directly behind the driver's seat. Controlled ventilation, broad windows and complete insulation from sound and outside temperature assure maximum comfort. The cab construction is one integral unit of solid welded steel, sturdily supported by welded steel risers and roof bows. Interiors are completely lined throughout with finest materials for lasting durability and appearance.

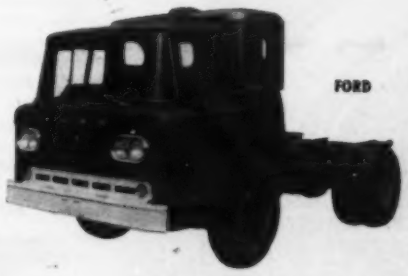


DODGE

Automotive Industries cabs meet all I.C.C. regulations.



CHEVROLET



FORD

Roomy sleeping compartment has one piece inner spring mattress. The wide opening behind the driver's seat makes berth easy to enter or leave while truck is in motion. Roof grille, ventilator, two side and two rear windows and dome light are standard equipment.

ANOTHER QUALITY PRODUCT

A sturdily constructed arm rest with durable plastic finish. There is no sewing or stitching to rot, break or come loose due to wear. Color combinations blend with any interior and are available with or without chrome moulding.

HOW TO ORDER

For GMC and Dodge, send your order direct to the truck manufacturer's distribution department. For Chevrolet and Ford, contact your local dealer. All four cab bodies are available for immediate delivery.

AUTOMOTIVE INDUSTRIES INCORPORATED
Owendale, Michigan

ANOTHER COMMENT ON

COLOR

IN THE BUFFALO EVENING NEWS

EMIL WELTZ, Managing Director of the Photo-Engravers Board of Trade, New York said:

"Your color insertions in The Buffalo Evening News are, by far, among the best finished results I have seen."

We receive many such compliments on full-color advertising in The Buffalo Evening News. Write for tear sheets showing how News color can heighten interest in your sales story.

In the steadily growing Western New York Market of more than 1,600,000 people only THE NEWS offers ... **FULL color ... FULL coverage ... FULL six days per week.**

BUFFALO EVENING NEWS

KELLY-SMITH CO.,—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

MOTOR MASTER

Who's Who in the Auto Industry

(Continued)

WOODWORTH SPECIALTIES CORP., 182 Broad ave., Binghamton, N. Y. Control rods, bumper jacks, tire chains, wire forms, sheet metal stampings, assemblies. Charles B. Woodworth, pres., treas.; Ralph A. Woodworth, vice-pres., chief engr.; Robert R. Woodworth, secy., pur. agt.

WOOL BUREAU, INC., THE, 360 Lexington ave., New York 17, N. Y. Promotion for greater use of wool in automobile upholstery fabric. Max F. Schmitt, pres., adv. mgr.; Felix J. Colangelo, secy. and treas.; Dr. Gerald Laxer, research dir.; Richard M. Detwiler, dir. of pub. **Adv. Agcy.** — J. Walter Thompson Co., 420 Lexington ave., New York 17, N. Y. William P. Wright jr., acct. exec.

WORCESTER PRESSED STEEL CO., 100 Barber ave., Worcester 6, Mass. Metal stampings, high and low pressure cylinders. Carter C. Higgins, pres., treas., and gen. mgr.; Maynard F. Carter, vice-pres., secy.; John W. Higgins, chmn. of bd.; Carroll C. Fletcher, pur. agt.

WORLD BESTOS, Div. of Firestone Tire and Rubber Co., P. O. Box 233, New Castle, Ind. Brake linings, rolls, sets, blocks, clutch facings, spring liners and inserts, transmission linings. Richard A. Riley, gen. mgr.; Joseph Greenen, mgr. replacement sales; M. Carlyle Kucheman, comptr.; Lewis G. Kersgard, mgr. special acct. sales; James R. Speers, plant supt. **Det. Rep.**—R. J. Alleman, 1405 Henry st., Detroit 32, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

WORLD-WIDE AUTOMOBILES CORP., 49-12 Newtown rd., L. I. City 3, N. Y. Volkswagen automobiles and transporters. Arthur Stanton, pres.

WORTHINGTON CORP., Harrison, N. J. Balanced angle vertical compressors. W. H. Feldman, pres.; T. J. Kehane, vice-pres., mktg.; G. A. Habach, vice-pres., engrg.; D. S. Gibson, vice-pres., pur. and traf.; R. E. Marshall, secy.; W. R. Shook, treas.; M. A. Heyman, works mgr.; M. E. Ziegenhagen, adv. mgr.; T. F. Griffin, gen. mgr., pur.; C. J. Ratzel, traf. mgr. **Det. Rep.** — R. W. Bartlett, 13305 Puritan ave., Detroit 27, Mich. **Adv. Agcy.**—Needham, Louis & Brorby, Inc., 730 Fifth ave., New York 19, N. Y.

WORTH-MORE CAR PLAN, INC., 110 Cummington st., Boston, Mass. Direct mail, merchandising program for automobile dealers. C. F. Chisholm, pres., gen. mgr.; D. S. Cummings, treas.; J. D. Chisholm, clerk. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

WRIGHT HOIST DIV., American Chain and Cable Co., Inc., York, Pa. Speedway electric hoists, safeway hand hoists, overhead traveling cranes. C. N. Johns (New York), pres.; A. C. Laske (New York), secy.-treas.; W. B. Ilko, sales mgr.; E. V. Creagh, adv. mgr.; C. G. Strote, dir. of pur. **Det. Rep.**—R. L. Murman, 2401 E. Seven Mile rd. T. J. Winter, field sales mgr.; York, Pa. **Adv. Agcy.** — Reincke Meyer & Finn, Inc., Chicago, Ill.

WUDEL MFG. CO., EDMUND J., 5032 Ferguson dr., Los Angeles 22, Calif. Vixen spark plug cleaner and tester, Wudel hydraulic transmission jack, stand and engine support bar, Volkswagen engine and transmission jack. Edmund J. Wudel, owner, chge. of sales; Ruth Wudel, secy.; Wm. E. Earl, chief engr. and prod. **Adv. Agcy.** — Mann Advertising Co., Los Angeles, Calif.

WYATT MFG. CO., INC., THE, 500 N. 5th st., Salina, Kans. Jayhawk tractor mounted loaders and attachments, bazooka spiral grain augers, hay stackers, field sprayers, hydraulic truck hoists, sub-soilers. J. J. Spaeth, pres.; J. W. Spaeth, secy.; J. E. Spaeth, vice-pres. and gen. mgr.; R. L. Thorp, dir. of sales; T. G. Aird, sales mgr.; K. W. Krutz, charge truck hoist sales; W. V. Warren, chief engr.; J. A. Kistler, pur. agt. **Adv. Agcy.**—Rogers, Smith, Potts, Turnbull Adv., Kansas City, Mo.

WYMAN-GORDON CO., 105 Madison st., Worcester 3, Mass. Plant locations: Worcester div., Worcester, Mass., and Grafton, Mass.; Ingalls-Shepard div., Harvey, Ill. Forgings for aircraft, automobile and farm equipment industries (produced from steel, high density alloys, titanium, aluminum and magnesium). Crankshaft forging specialists. H. G. Stoddard, chmn. of bd.; R. W. Stoddard, pres.; H. F. Wood, exec. vice-pres.; B. R. Duryee, vice-pres. and treas.; R. M. Powell, exec. vice-pres. sales; J. L. Roach, gen. sales mgr.; J. R. Carter, mgr. of operns. Eastern div.; L. W. Ollila, works mgr., Worcester plant; E. M. Fuller, works mgr., Grafton plant; R. E. Zell, gen. mgr., Ingalls-Shepard div., Harvey, Ill. **Det. Rep.**—J. L. Roach, 2814 Book Tower, Detroit. **Adv. Agcy.**—Davis Press, Inc., Worcester, Mass.

WYNN OIL CO., 1151 W. Fifth st., Azusa, Calif. Wynn's friction proofing products—automotive, industrial and farm chemicals. C. E. Wynn, pres., gen. mgr.; W. E. Bellwood, vice-pres., treas.; B. P. Wynn, vice-pres., secy.; C. R. Jasperson, mktg. and distribution; C. L. Wynn, export sales coordinator; Dr. S. I. Gleason, dir. res. and dev.; J. T. Appelt, prod. mgr.

WYZENBEEK & STAFF, INC., 223 No. California ave., Chicago 12, Ill. Flexible shafts and flexible shaft machines for sanding, grinding, buffing, polishing, wire brushing. Also flexible shafts for tire buffing, sawing attachments for electric drills, hole cutters, etc. Also wear test meter for testing wearing quality of fabrics. A. Wyzenbeek, pres.; Clarence W. Walker, gen. mgr., vice-pres. sales; P. H. Ogren, sales mgr.; W. Sheppard, pur.

X

"X" LABORATORIES, INC., 25 W. 45th st., New York, N. Y. Radiator maintenance items and car washes. "X" liquid sealer; "X" block liquid; "X" super flush (acid); "X" quick flush; "X" rust inhibitor and water pump lubricant. "X" transmission leak preventer and sealer, "X" satin gas, "X" karwash—liquid and powder, "X" fabric coat "X" leather coat, "X" rubber coat. E. S. Giles, pres.; L. Costabile, secy.; B. Turnbull and G. Mullett, vice-presidents; M. Gallo, treas. **Adv. Agcy.**—Picard Advertising, Inc., N. Y. R. Picard, acct. exec.

XCELITE INC., Thorne ave. and Bank st., Orchard Park, N. Y. Screwdrivers, nut drivers, pliers, wrenches. F. B. Farrington, pres.; John O. Olsen, vice-pres.; A. S. Warden, vice-pres., sales mgr. **Det. Rep.**—Lawrence F. Zaffina Co., 7351 Gratiot ave., Detroit 13, Mich. **Adv. Agcy.**—Howard W. Nareau Advertising Agency, 45 Allen, Buffalo, N. Y.

Y

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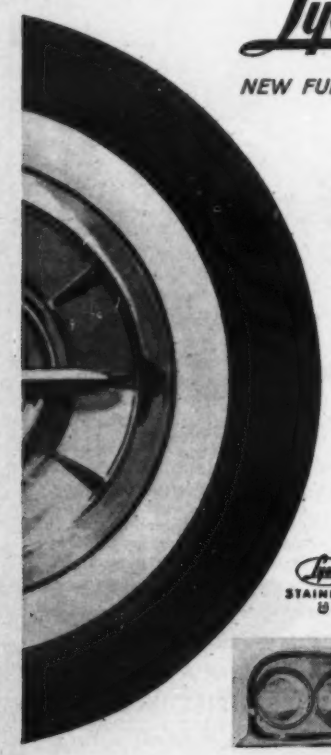

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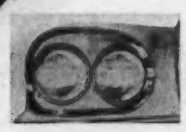

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